

Presentation of the Findings of the Survey on: (Household) Customer Satisfaction with Banks' Service

Bank of Israel

Banking Supervision Department

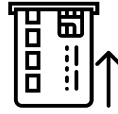
March 2022

Abstract



81%

Satisfied with the service the bank provides at their **branch**



84%

Satisfied with the service the bank provides via **ATMs**



90%

Satisfied with the level of service the bank provides via its **application**



90%

Satisfied with the level of service the bank provides via its **website**



38%

Satisfied with the wait time until receiving service from a teller at the **branch**



57%

Would **recommend** to a friend or family member to manage their bank account at the bank where they manage theirs



75%

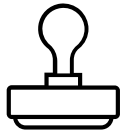
Satisfied with the service the bank provides via its **call center**



79%

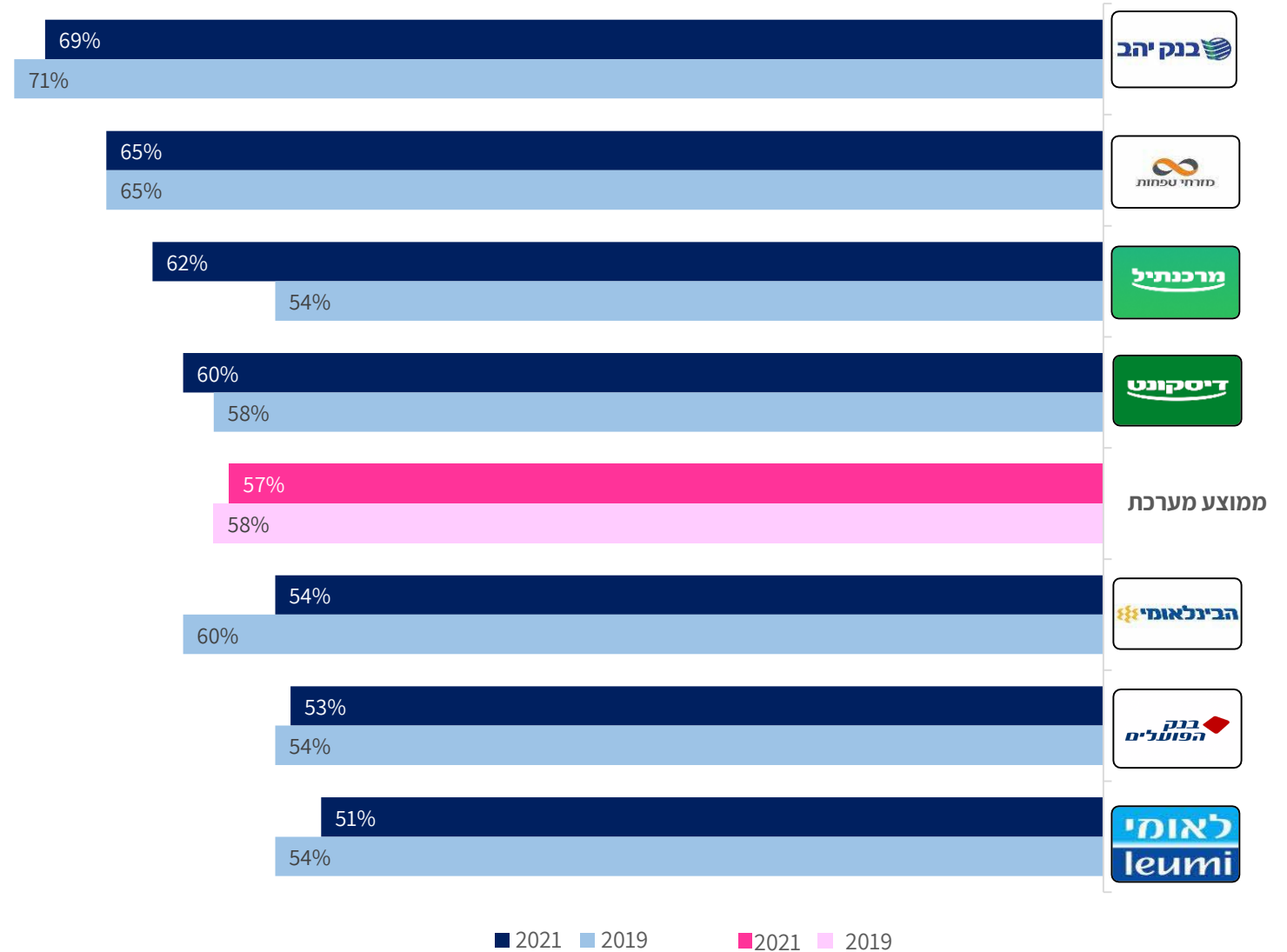
Satisfied with the service of **reserving an appointment** at the bank

Recommend the bank



57%

Would **recommend** to a friend or family member to manage their bank account at the bank where they manage theirs



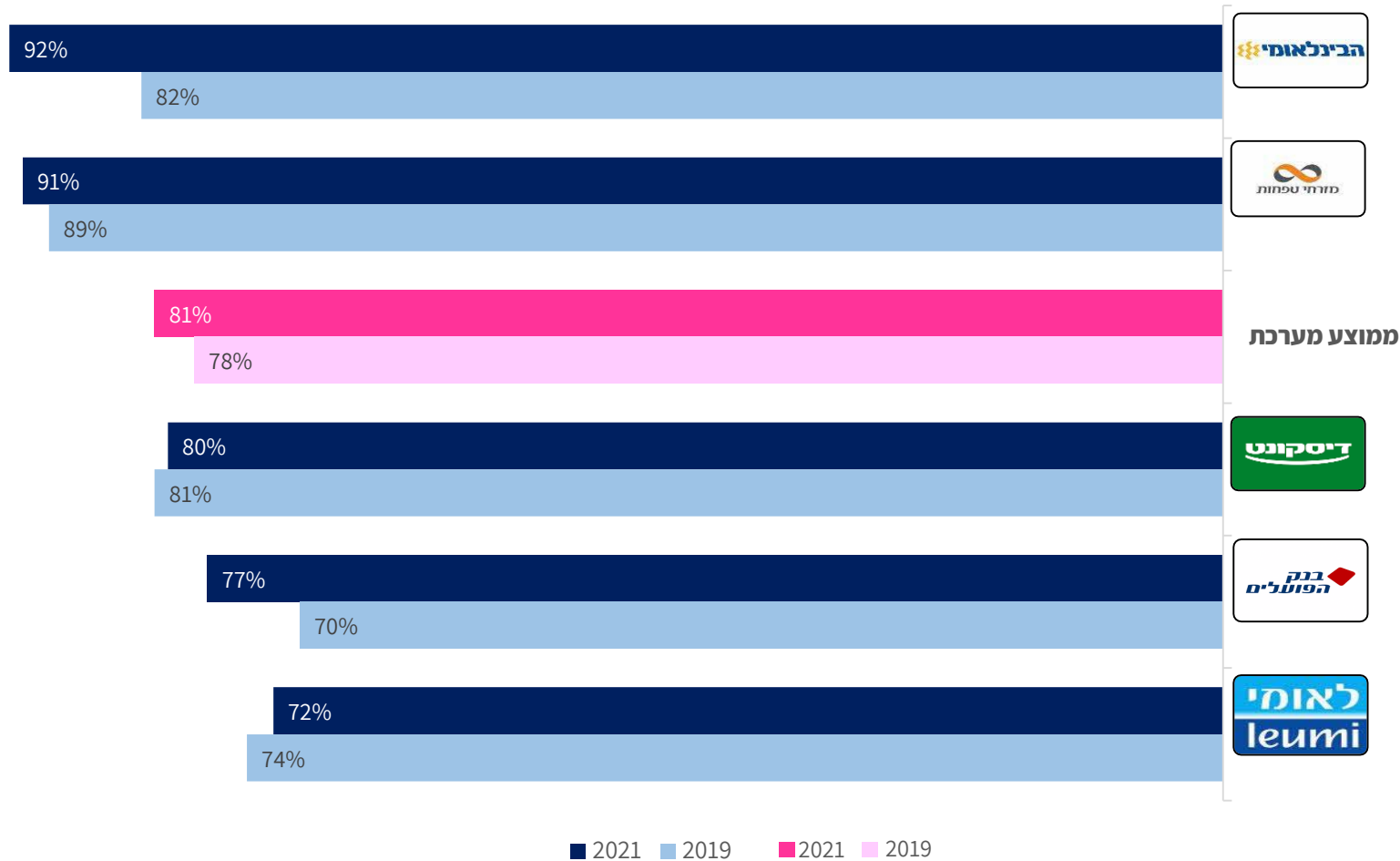
Followup question: To what extent would you want to recommend to a friend or family member to manage an account at _____ bank? (Closed question)

Satisfaction with service at the branch



81%

Satisfied with the service the bank provides at their **branch**



Question: To what extent are you satisfied with the service you receive at branch_____, when you physically visit it? (Closed question)

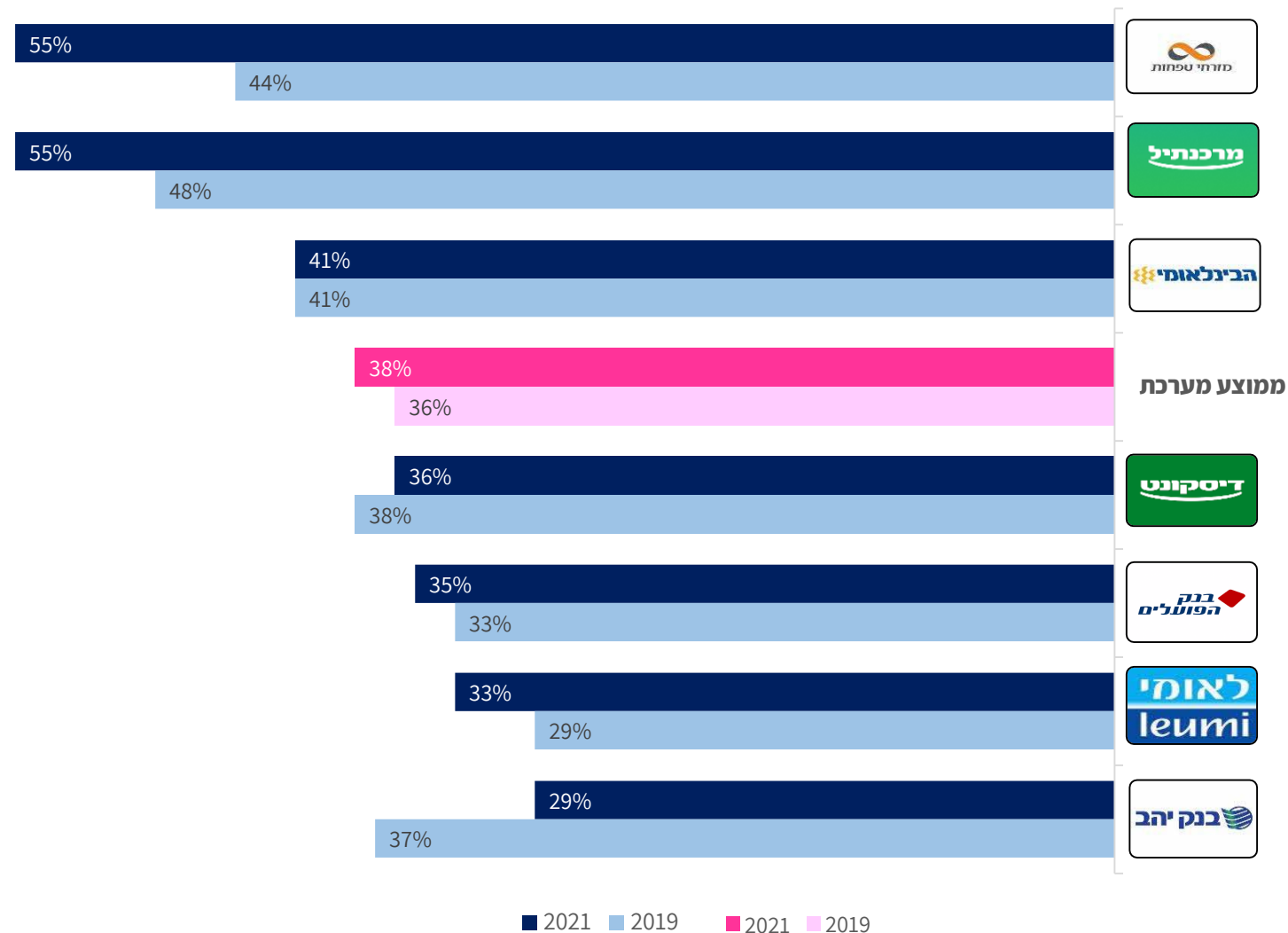
Clarification: The banks appearing in the segmentation are those that have a statistical cell of at least 60 respondents.

Satisfaction with waiting time in the branch



62%

Are not satisfied with the wait time until receiving service from a taller at the **branch**



Question: To what extent are you satisfied/not satisfied with the wait time until receiving service from a banker at the branch? (Closed question)

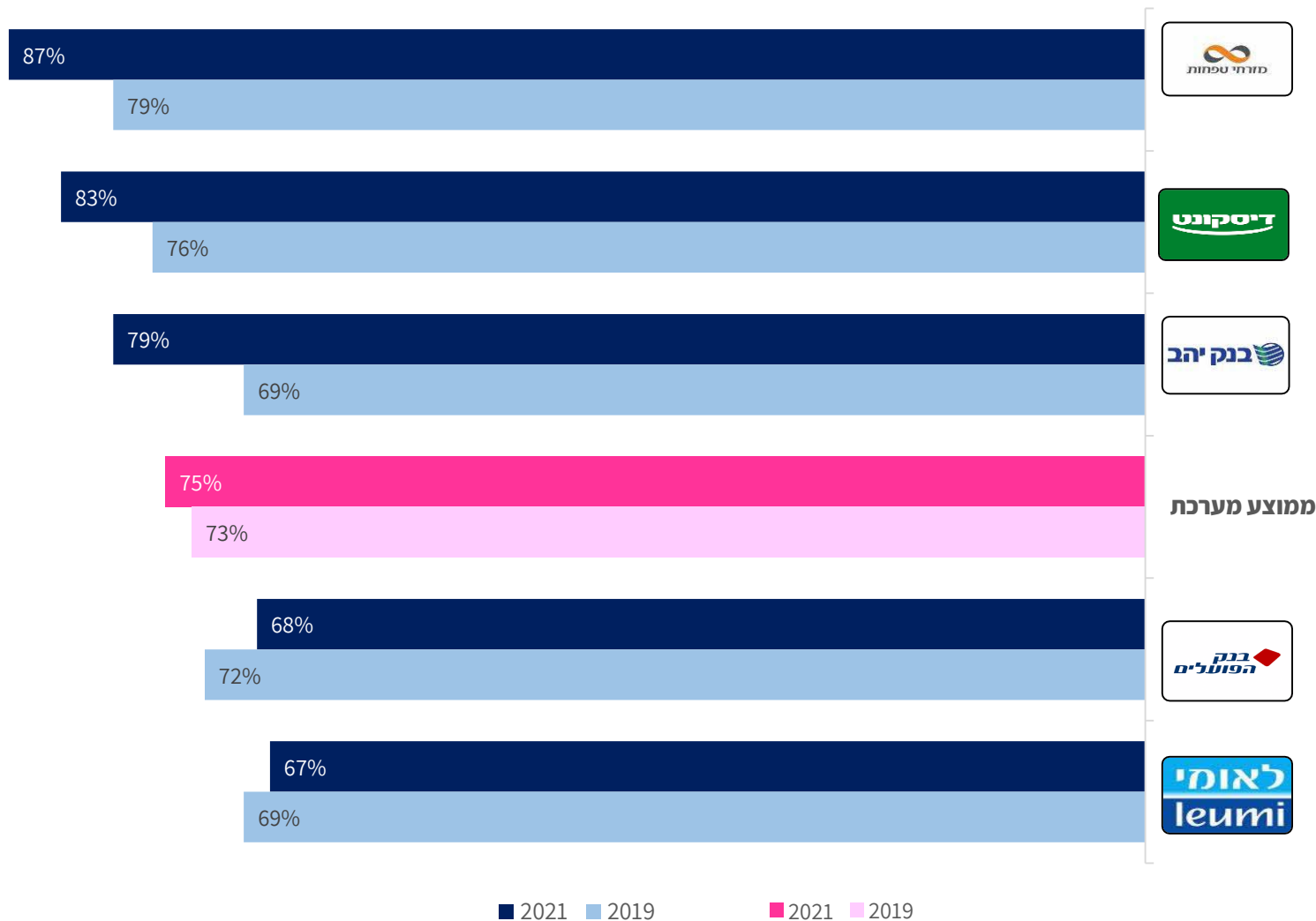
Clarification: The banks appearing in the segmentation are those that have a required minimum cell of respondents.

Satisfaction with the call center



75%

Satisfied with the service
the bank provides via its
call center



Question: To what extent are you satisfied with the service you received at your bank's call center? (Closed question)

The question refers to those who contacted the phone center in the month prior to the survey being conducted.

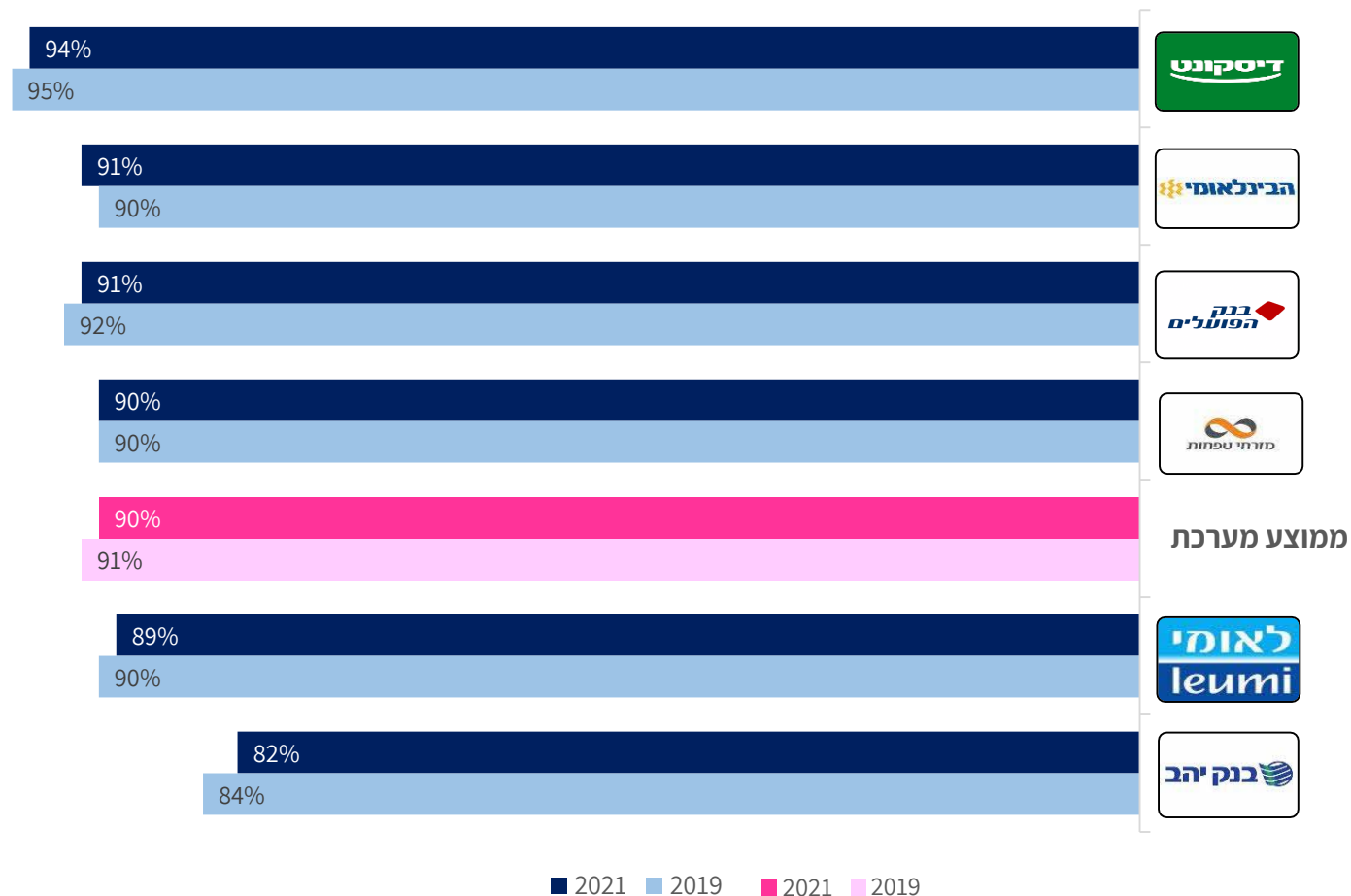
Clarification: The banks appearing in the segmentation are those that have a required minimum cell of respondents.

Satisfaction with the Internet site



90%

Satisfied with the level of service the bank provides via its **website**



Question: To what extent are you satisfied with the level of digital services your bank offers you on its website? (Closed question)

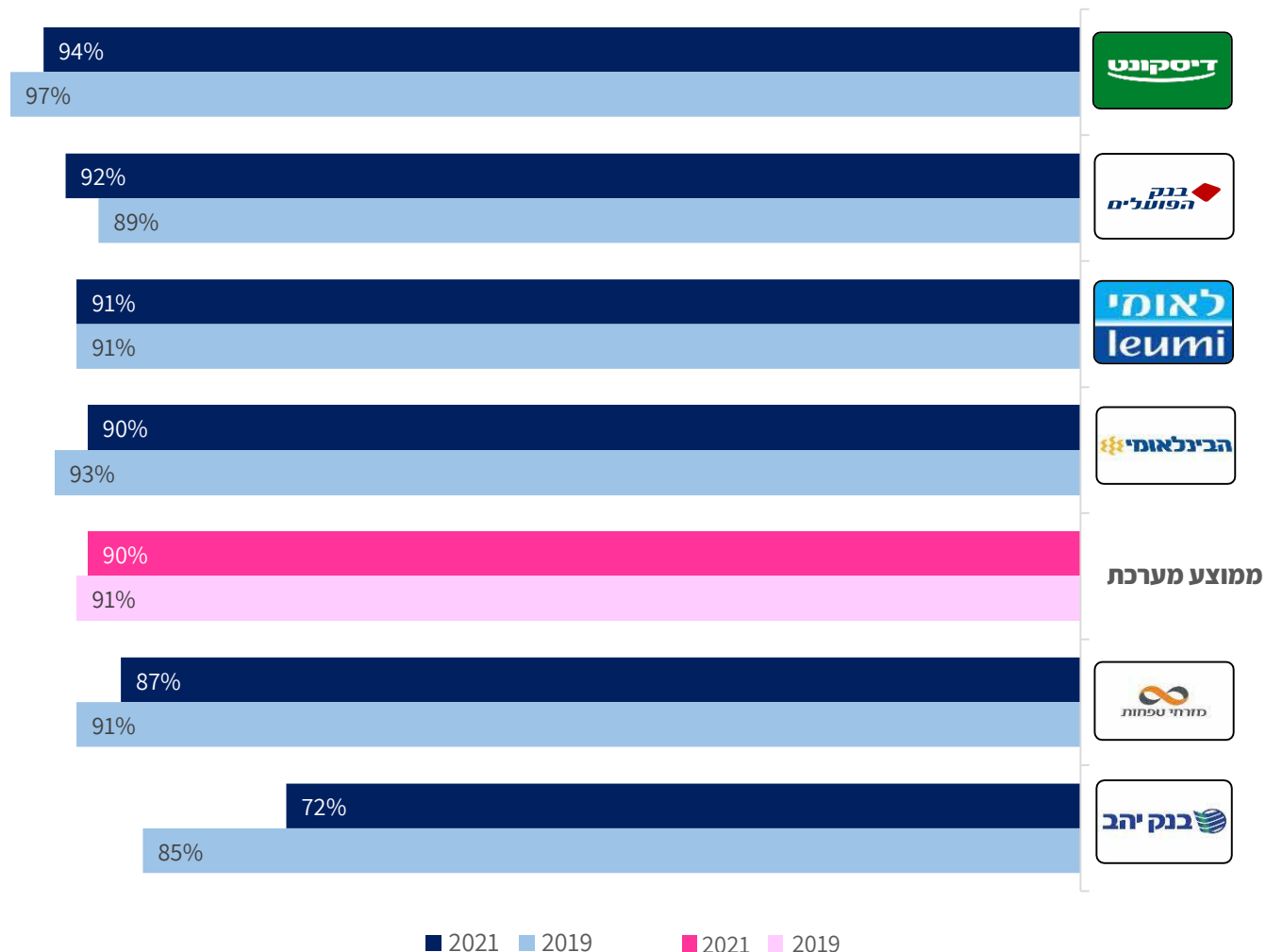
Clarification: The results include banks that have a required minimum cell of respondents.

Satisfaction with the application



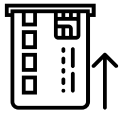
90%

Satisfied with the level of service the bank provides via its **application**



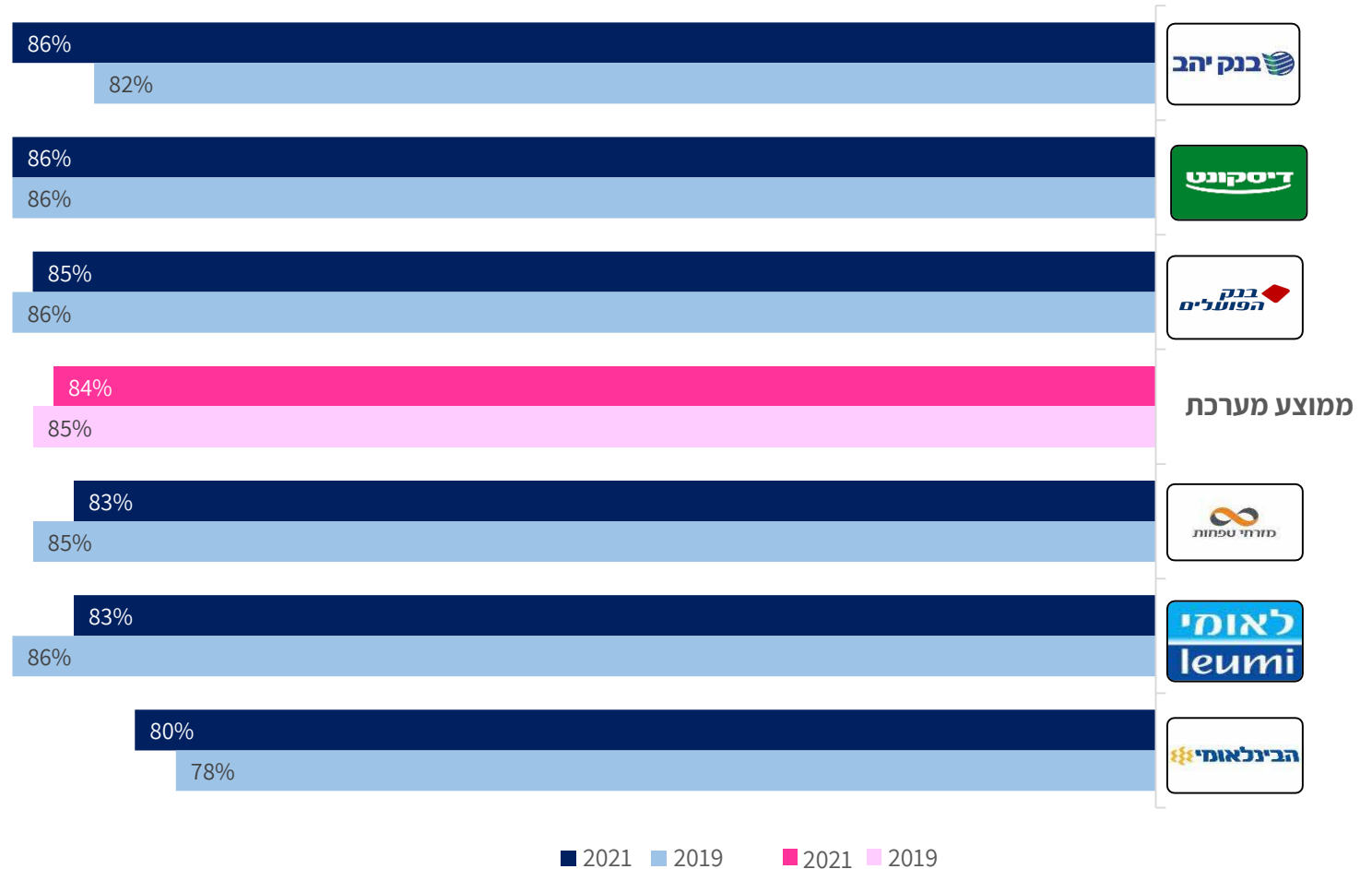
Question: To what extent are you satisfied with the level of digital services your bank offers you on its application? (Closed question)
Clarification: The results include banks that have a required minimum cell of respondents.

Satisfaction with ATMs



84%

Satisfied with
the service the
bank provides
via **ATMs**



Question: To what extent are you satisfied with the level of services in the ATMs at your bank used for deposit or withdrawal of cash/checks? (Closed question)

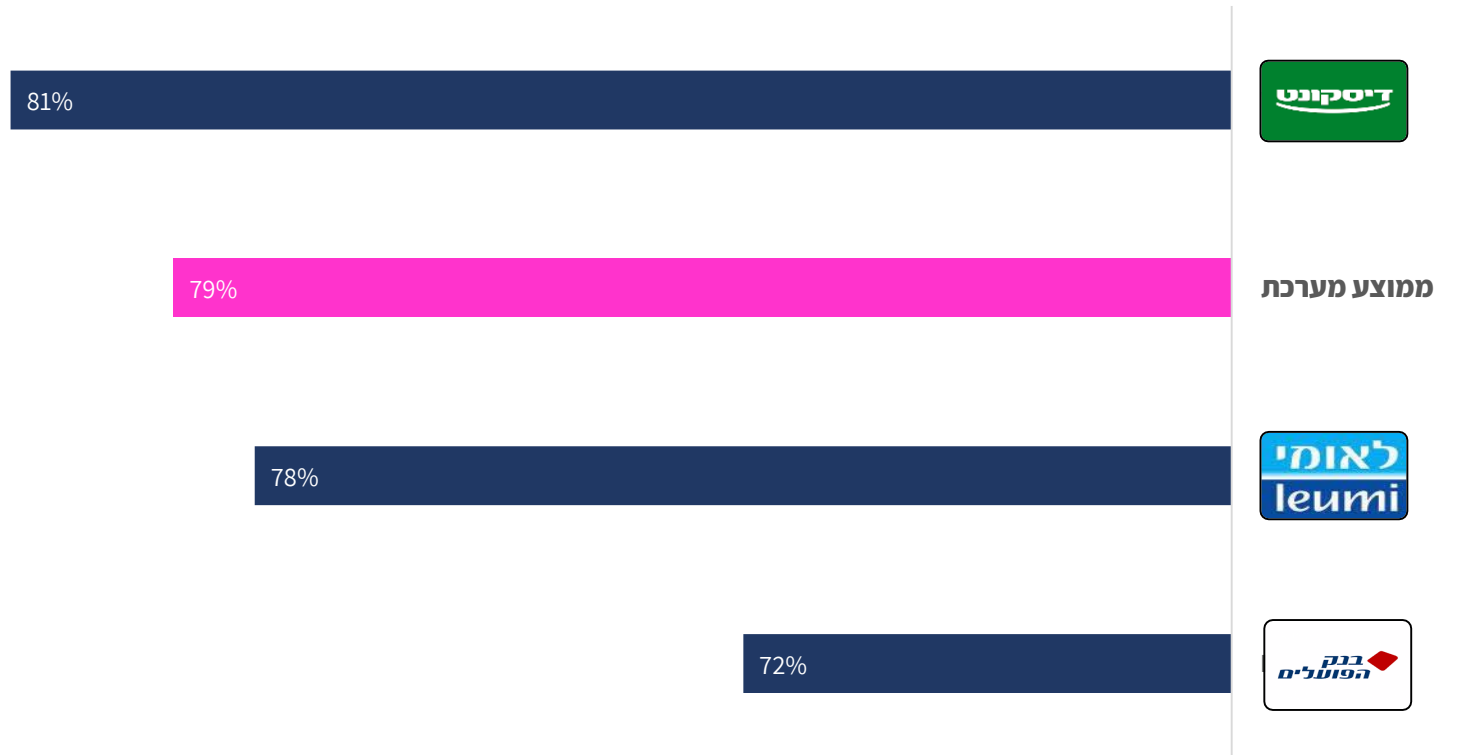
Clarification: The results include banks that have a required minimum cell of respondents.

Satisfaction with the service of reserving an appointment



79%

Satisfied with the
service of
**reserving an
appointment** at
the bank

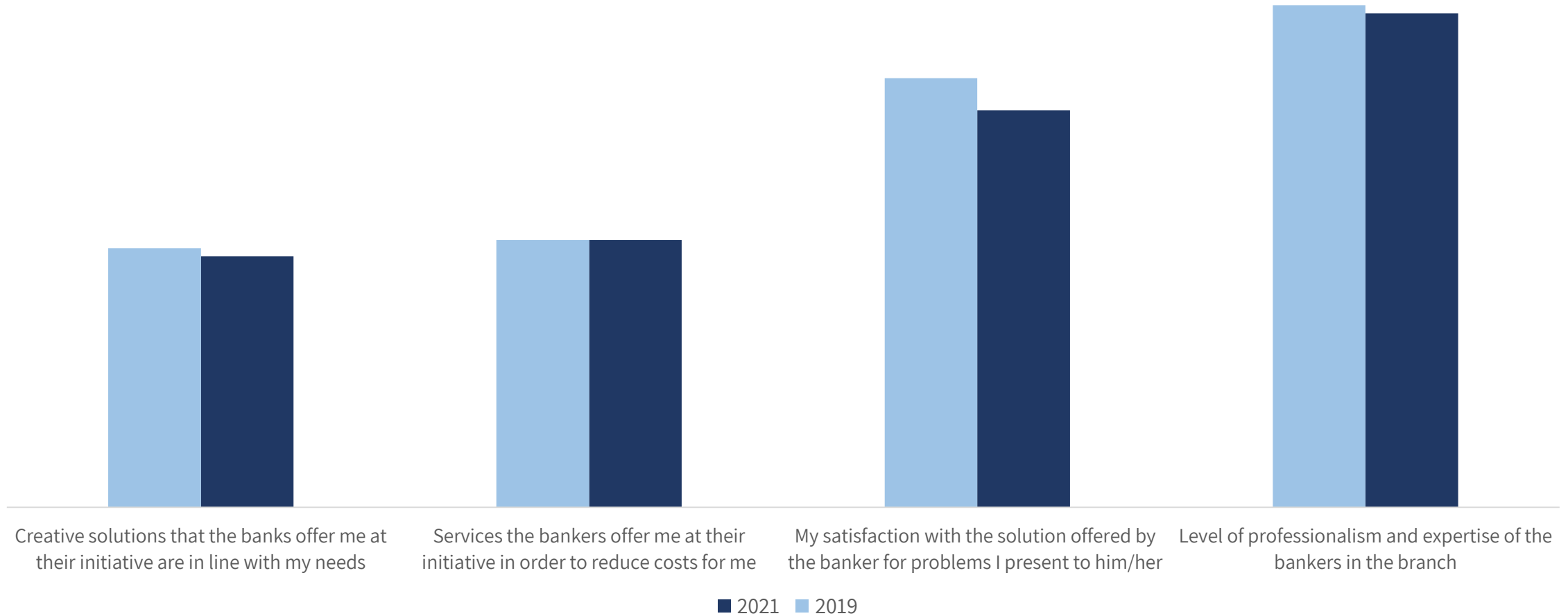


Question: To what extent are you satisfied with the service of reserving an appointment? (Closed question)

Clarification: In previous samples, the question was not included in the survey.

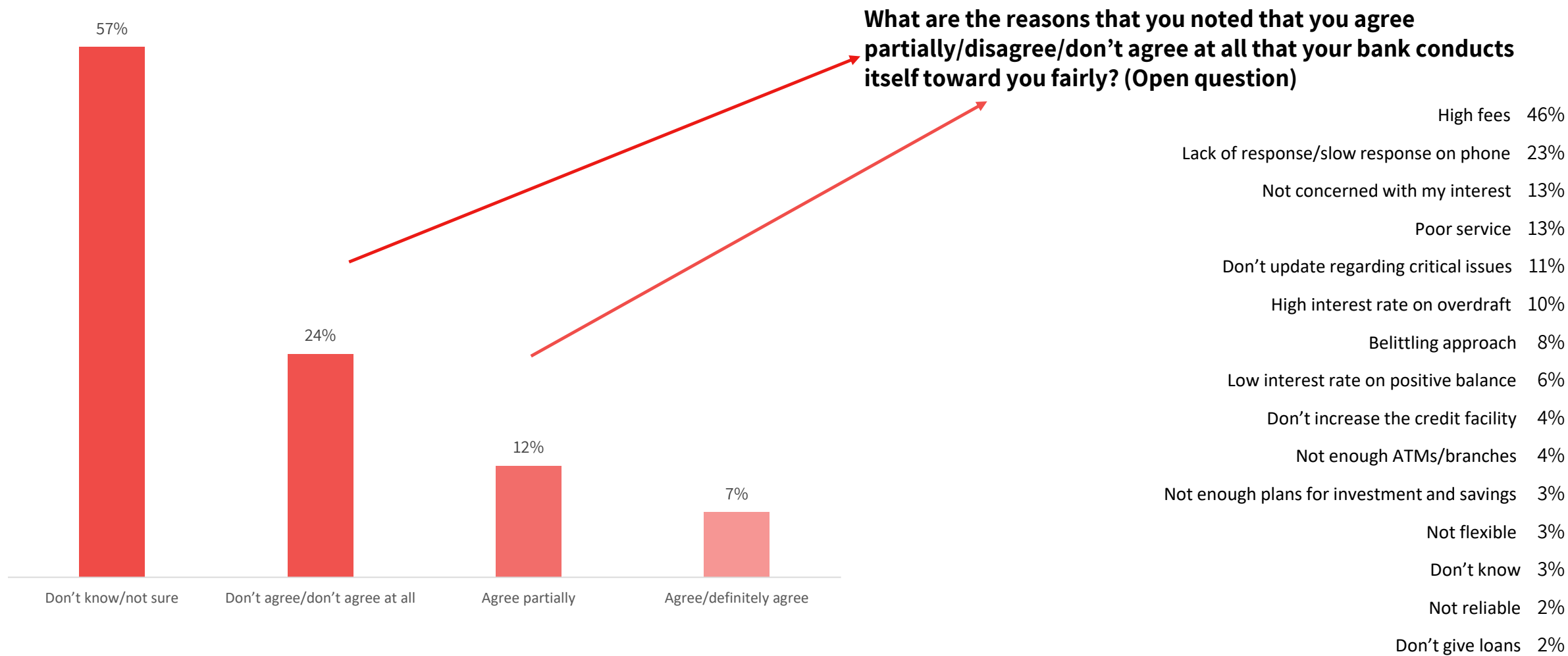
Clarification: The banks appearing in the segmentation are those that have a statistical cell of at least 60 respondents.

Satisfaction in various issues – at the banking system level



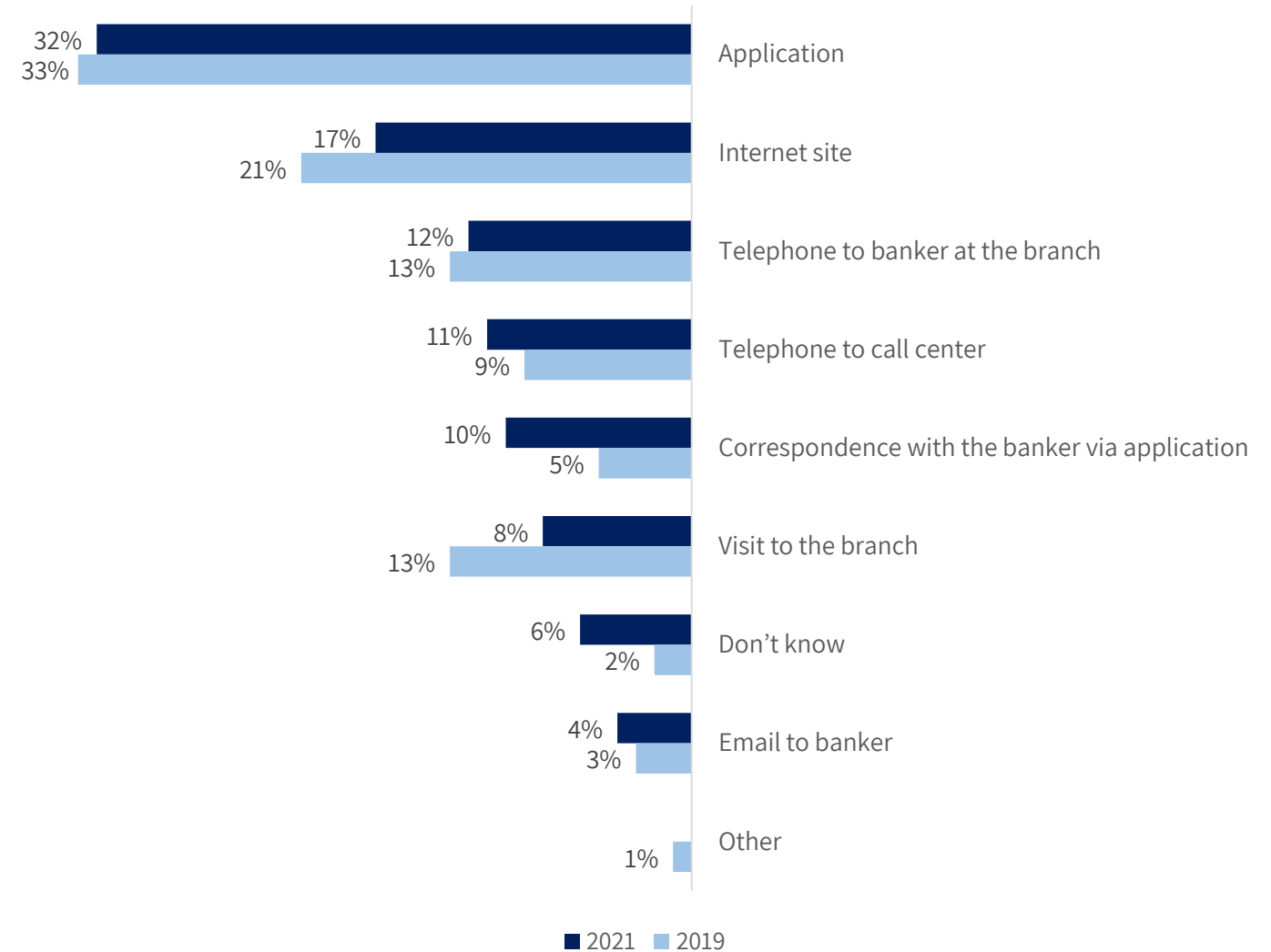
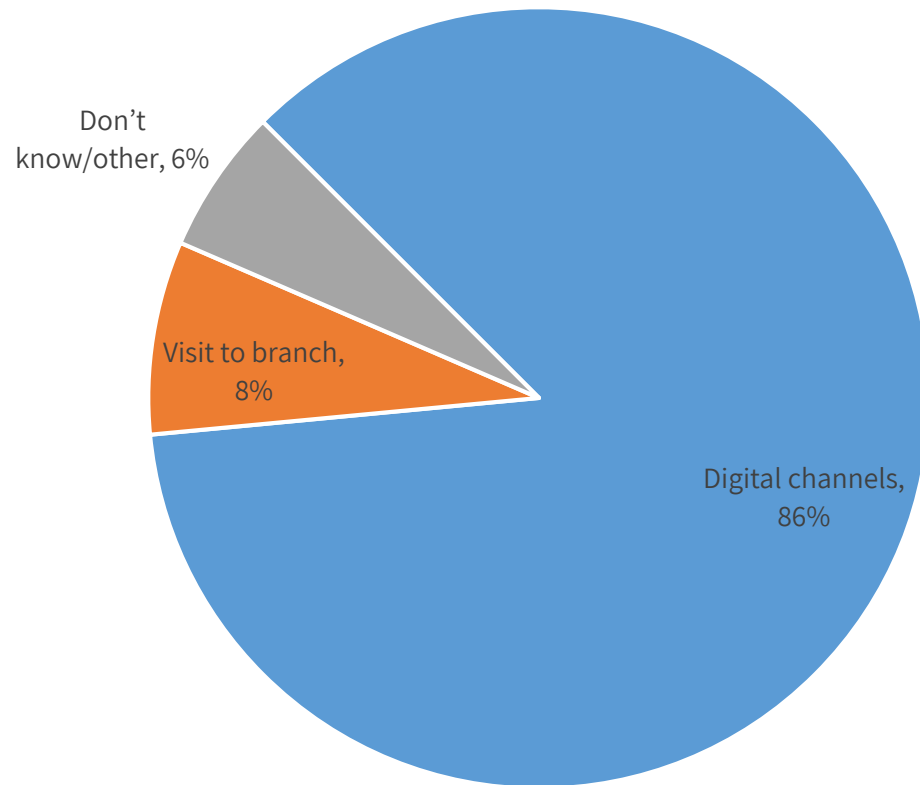
Perception of fairness

High costs and difficulty in phone response are the main reasons for a perception of unfair conduct by the bank



Question: To what extent do you agree/disagree with the following statement: In general, my bank conducts itself toward me fairly.
(Closed question)

Main means of households' contact with the bank



Question: Which of the following ways is your main way to contact your bank? (Closed question)

Methodology

To meet the goals of the research, there were 2 parallel samples.

- In the first sample, there were 2,014 respondents, serving as a random national representative sample of the Israeli population aged 18–74 connected to the Internet.
- In the second sample, there were 46 telephone surveys, in order to complete the representation of the population aged 65–74 that is not connected to the Internet.

Out of all the respondents, 2,029 respondents, who reported that they have a private, single/main current account at one of the banks, continued to the full questionnaire.

In the research report, statistical cells of at least 60 respondents were presented. For example, if one of the banks had less than 60 customers, the findings of the customers' responses for that bank were only calculated as general averages and were not presented separately.

The survey was conducted by the Rushinek Research Institute.

