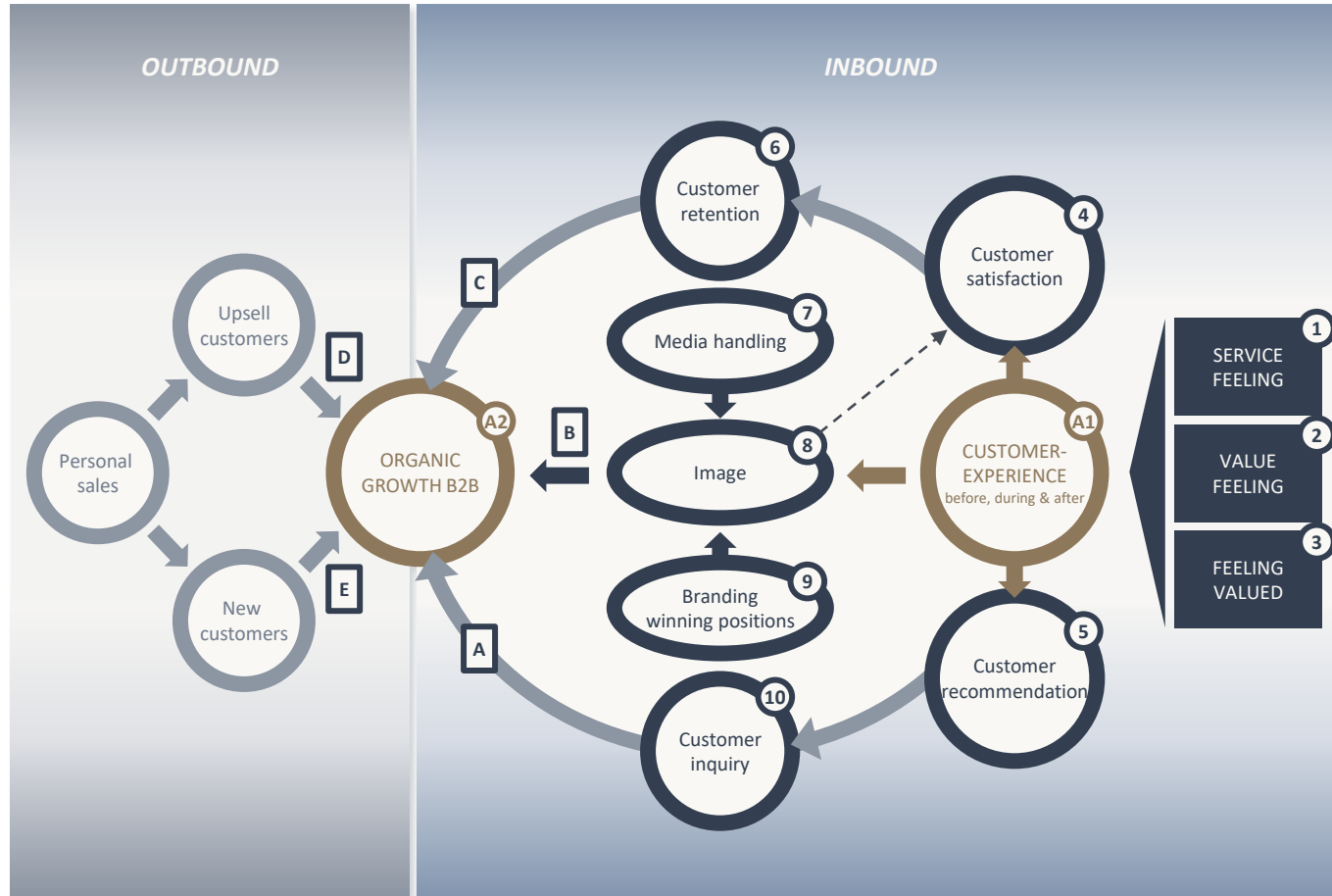


A black and white photograph of a business meeting. A man in a dark suit is in the center, looking towards the camera. To his left, another man is partially visible in profile. To his right, a third man is seen from the back, gesturing with his hand. The background is bright and slightly blurred.

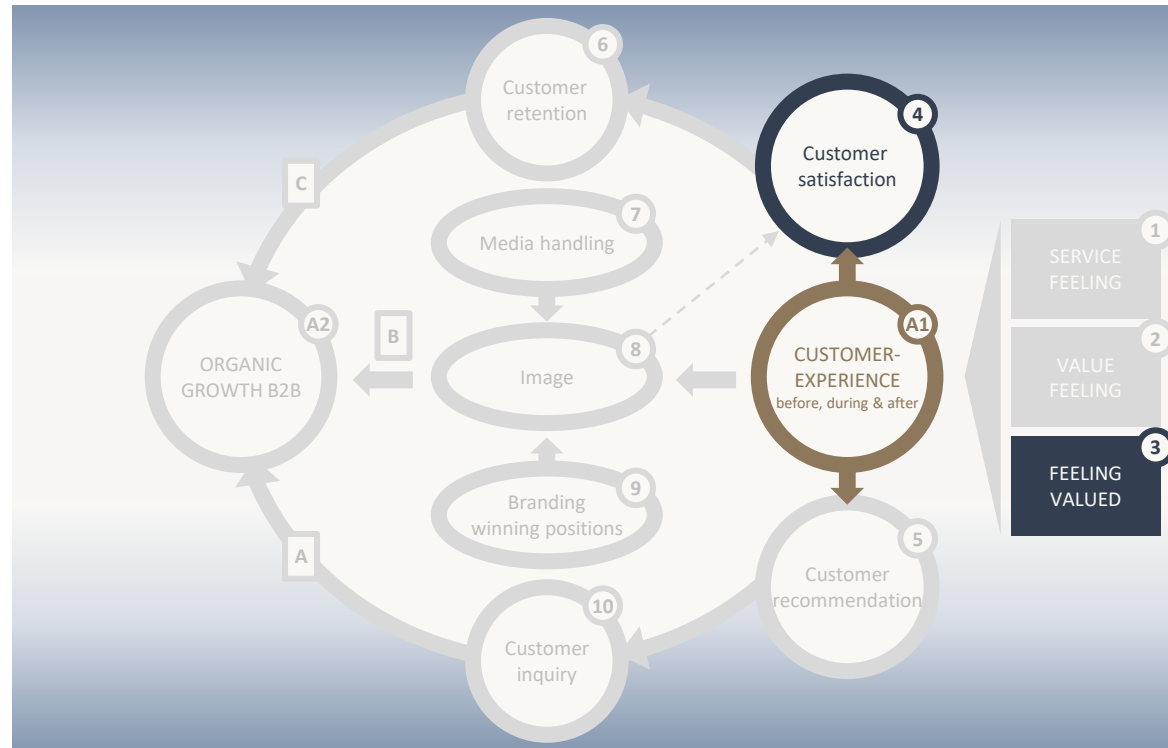
SUCCESS WITH CUSTOMER EXPERIENCE IN B2B MARKETS

How much does the customer experience matter



How much does the customer experience matter

The BankBarometerBusiness 2021 report with 2250 respondent's documents that the customer experience has significant importance for the business customer's satisfaction with the bank.
 - Illustrated here with the parameter "the bank makes me feel appreciated".



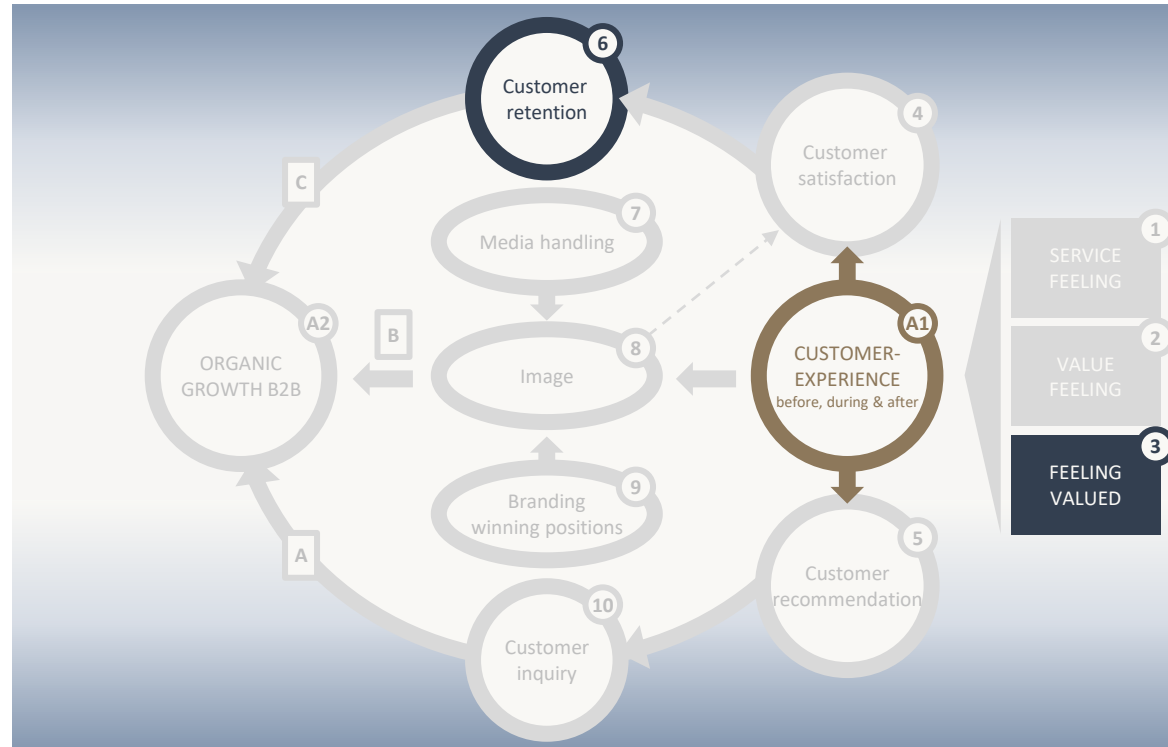
"Overall satisfaction with the bank" (*) versus "the bank makes me feel appreciated?"

As a customer, do you feel appreciated?	Yes	No	Don't know	Total
Overall satisfaction	8,3	4,7	6,6	7,8

*Total satisfaction is measured on a scale from 1-10, where 10 is the highest.

How much does the customer experience matter

BankBarometerBusiness 2021 also shows that customer retention is seriously challenged, if the customer experience is not at the top. – Here again shown via the parameter "the bank makes me feel appreciated".

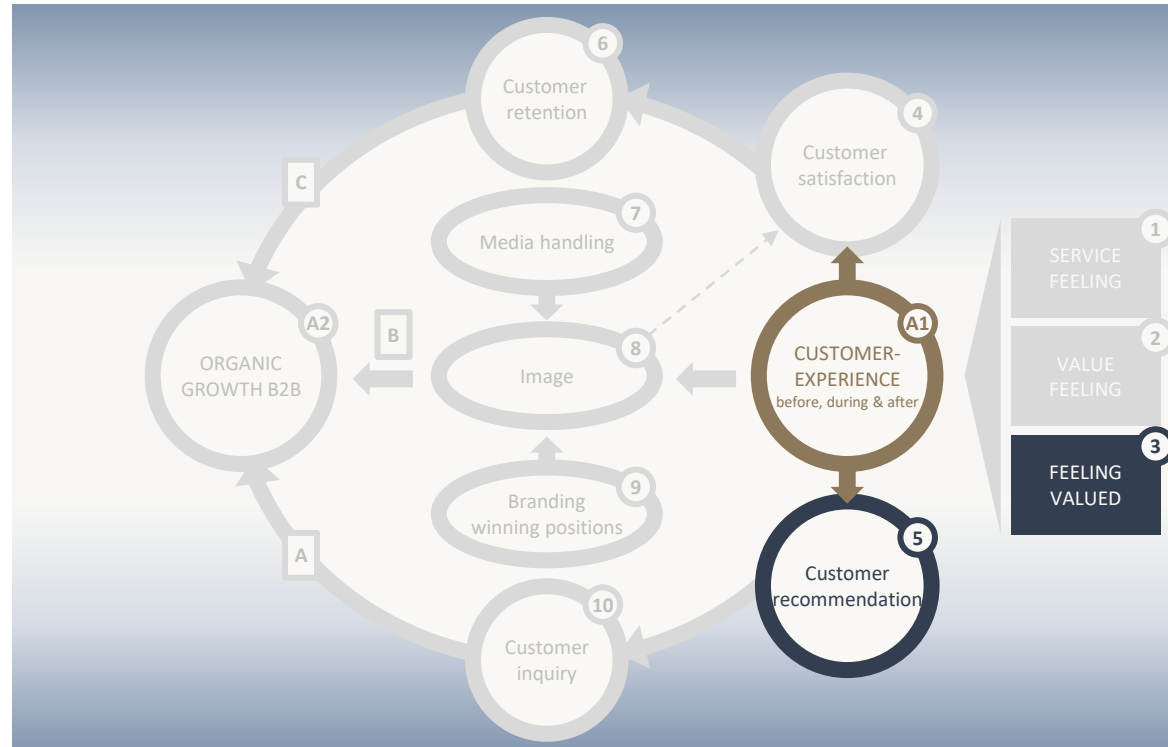


"As a customer, do you feel appreciated?" versus "Is the company considering changing primary bank?"

As a customer, do you feel appreciated?	Yes	No	Don't know	Total
No considerations regarding changing bank	91%	44%	73%	84%
Considering changing bank	6%	33%	14%	10%
Planning to change bank	2%	23%	7%	5%
Don't know	1%	0%	6%	1%
Total	100%	100%	100%	100%
Numbers unweighted	1.956	211	83	2.250

How much does the customer experience matter

BankBarometerBusiness 2021 moreover shows that the influx of new customers by recommendation from existing customers to a high degree is controlled by the customer experience via "the bank makes me feel appreciated".



"The bank makes me feel appreciated as a customer?"

NPS *	Yes	No	Don't know	TOTAL
Detractors (1-6)	19%	89%	68%	29%
Passives (7-8)	43%	10%	28%	38%
Promoters (9-10)	39%	1%	4%	33%
TOTAL	100%	100%	100%	100%
Amount unweighted	1.913	201	75	2.189

*NPS = Net promotor score = Promotors minus Detractors.

↳ How likely is it that you will recommend the bank on a scale from 1-10?