THE CIMG CUSTOMER SATISFACTION INDEX REPORT – (GH - CSI, 2022)

A Research findings

Prepared by CIMG

July 2023

Background

- In 2021, the Chartered Institute of Marketing, Ghana (CIMG) commissioned a baseline study to establish the CIMG-CSI (later referred to as GH-CSI) score for consumer banking in Ghana.

- This is a follow up to the baseline study

- This report, the GH-CSI, 2022, contains two separate studies;

  ✓ Wave 2 for Consumer Banking

  ✓ Baseline for Business Banking.

Research Objectives

Broad Objectives	1. To measure Service Quality, Customer Satisfaction and Customer Loyalty for 2022 and compare same with 2021 scores 2. To compare the Customer Satisfaction Index (GH-CSI) for 2022 and 2021

The specific research objectives are:

01 To measure the levels of service quality, customer satisfaction and customer loyalty for Banking Services

02 To compare the levels of service quality, customer satisfaction, and customer loyalty for 2021 and 2022

03 To measure the NPS for 2022 and compare same with 2021 scores

04 To compute the 2022 GH-CSI score and compare same with 2021.

Key Stakeholders

Research Design

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Target

The target respondents for the study were:

- Existing customers of universal banks in Ghana

- Who are currently active bank account holders (performing bank transactions within the last 3 months prior to the survey)

- Gender: Male and Female

- Age: 18 years and above

- Key decision makers on where to bank.

Methodology

- Sample selection process were in two parts (Mixed Mode Approach to data collection* - i.e., online, intercept recruitment and telephone)

- Online sampling was carried out by a corroborative effort between the banks & CIMG.

- Each bank sent e-mails to their customers, requesting them to visit the CIMG website to complete the study instrument.

- With the intercept recruitment, customers who visited the banking halls, within the data collection period were engaged post-consumption and interviewed face-to-face

- Data was collected electronically via mobile devices.

Sample size

- At the end of the period,

- A total of 3,300 consumer and 2,200 Business Customers were interviewed

Location:

- For consumer banking, a face-to-face study was done in Accra only, complemented by an online survey

- For corporate banking, telephone interviews were done at the head office premises of banks

NB: ADB opted out of this year's study.

Fieldwork

- Fieldwork was conducted between October 18th and December 29th , 2022

*This has become very common and employed in many studies globally today
*In view of this novelty, there is no difference between online and face-2-face respondent

Key Highlights

Consumer Banking

Levels of Service Quality & Customer Satisfaction

Customer Profile - 2022
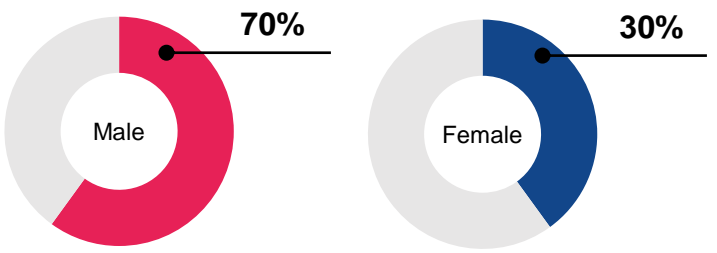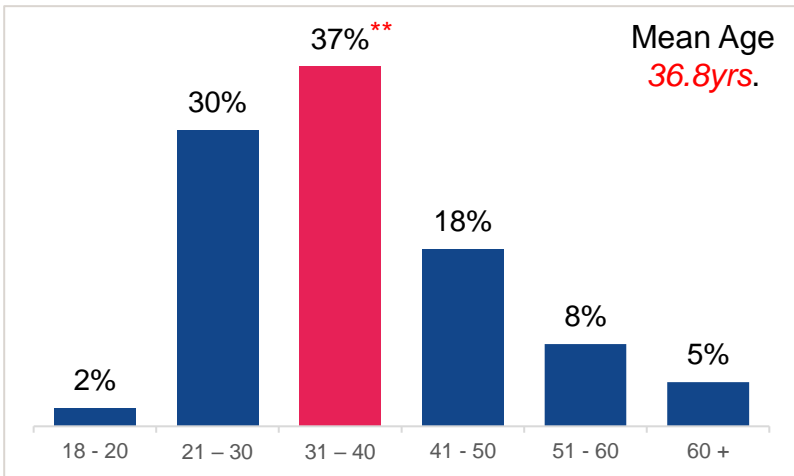
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Gender

Male **70%**

Female **30%**

Age

37%**   Mean Age *36.8yrs*.

18 - 20	21 – 30	31 – 40	41 - 50	51 - 60	60 +
2%	30%	37%	18%	8%	5%

Level of Education

46%**

Basic Education	Secondary	Technical /Vocational	Diploma	Degree	Masters	Doctorate	Professional	No Formal Education
2%	18%	4%	2%	46%	19%	2%	6%	1%

Income Level

Mean Income *GHc2,988.60*

38%**

Below 2,000	2,000-5,000	5,000-10,000	10,000-15,000	15,000 Plus
32%	38%	17%	6%	7%

Account Type

- Current account **28%**
- Savings account **55%**
- Investment Account **3%**
- Multiple Accounts **13%**

Banking Service

Traditional 30%   **Both 52%**   **Remote 18%**

Base (n) = 3300

C I C
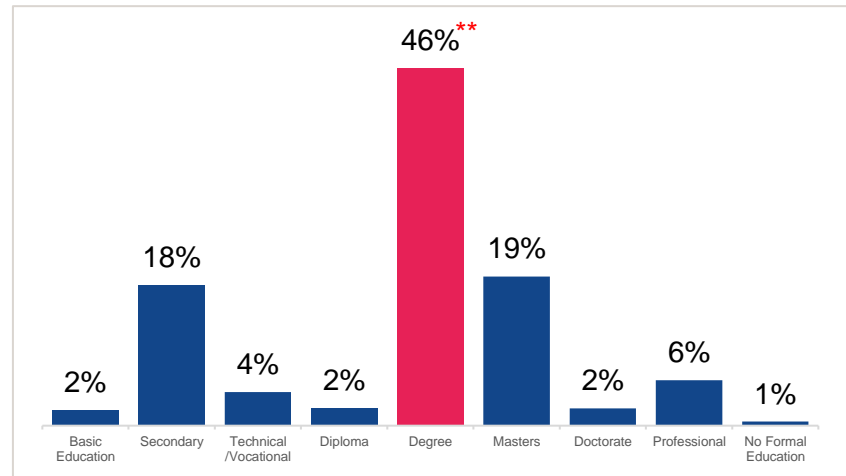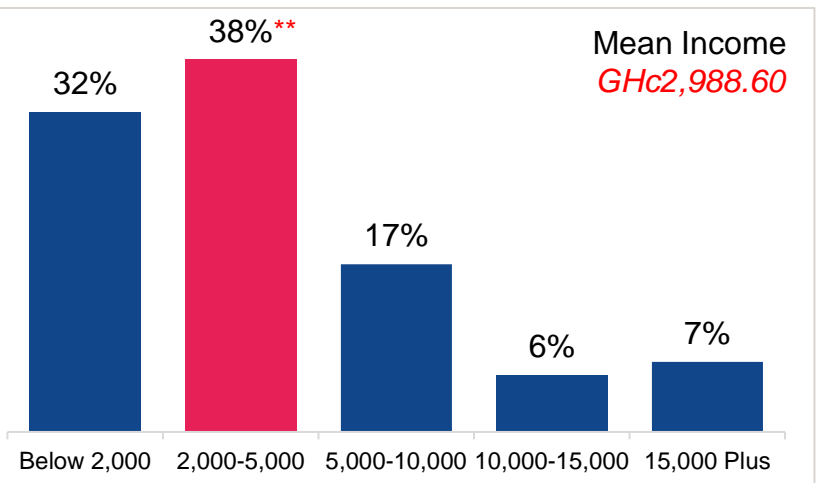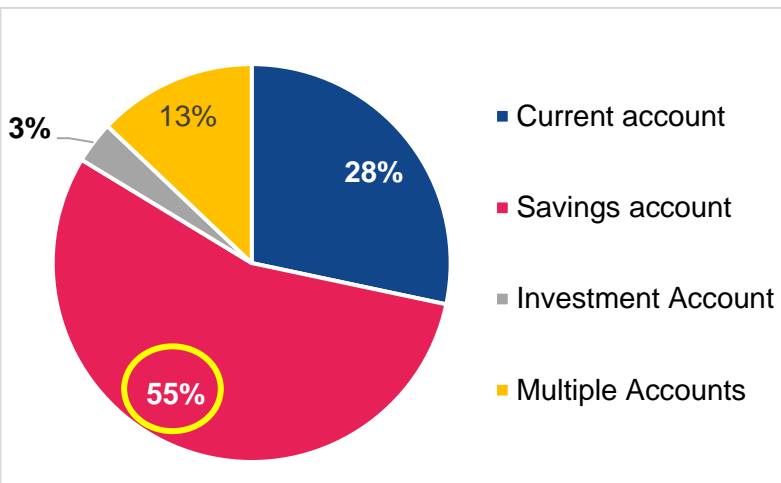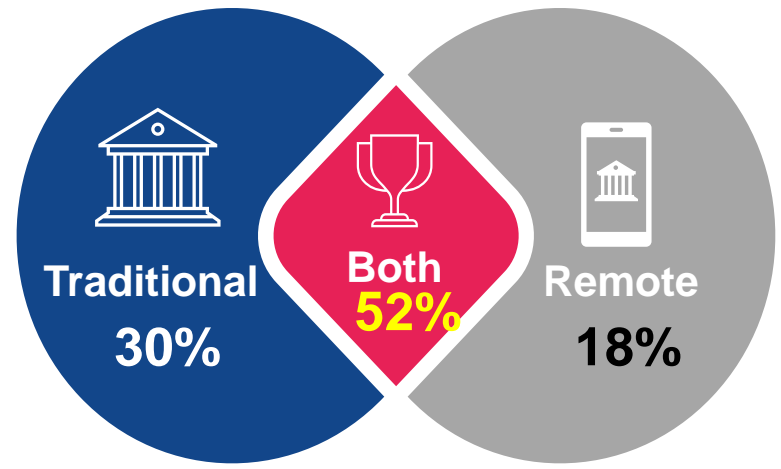
Traditional Banking

What is Traditional Banking?

Customers who visit the bank for their transactions.

1.1 **Level of Service Quality**

Definition of the Five ServPerf Dimensions

Reliability

Responsiveness

Assurance

Empathy

Tangibles

This is the firm's ability to perform the promised service accurately & dependably

This is the firm's willingness to help customers & provide prompt service

This is knowledge and courtesy of employees & their ability to inspire trust & confidence

This is the Provision of care and individualized attention to customers

This refers to physical facilities, equipment & appearance of personnel

Based on the SERVPERF Model - (J. J. Cronin & S. Taylor, 1992)

Star Rating Of Individual Banks

★

★★

★★★

★★★★

★★★★★

Poor Service

0%-50%

Unsatisfactory

Fair Service

51%-70%

Fair

Good Service

71%-80%

Satisfactory

Very Good Service

81%-90%

Commendable

Excellent Service

91%-100%

Praiseworthy

Service Quality Measure Score (Top 2 Box Score) – Comparative Analysis
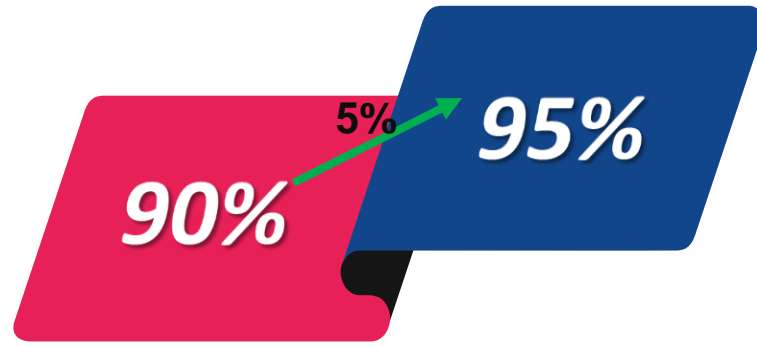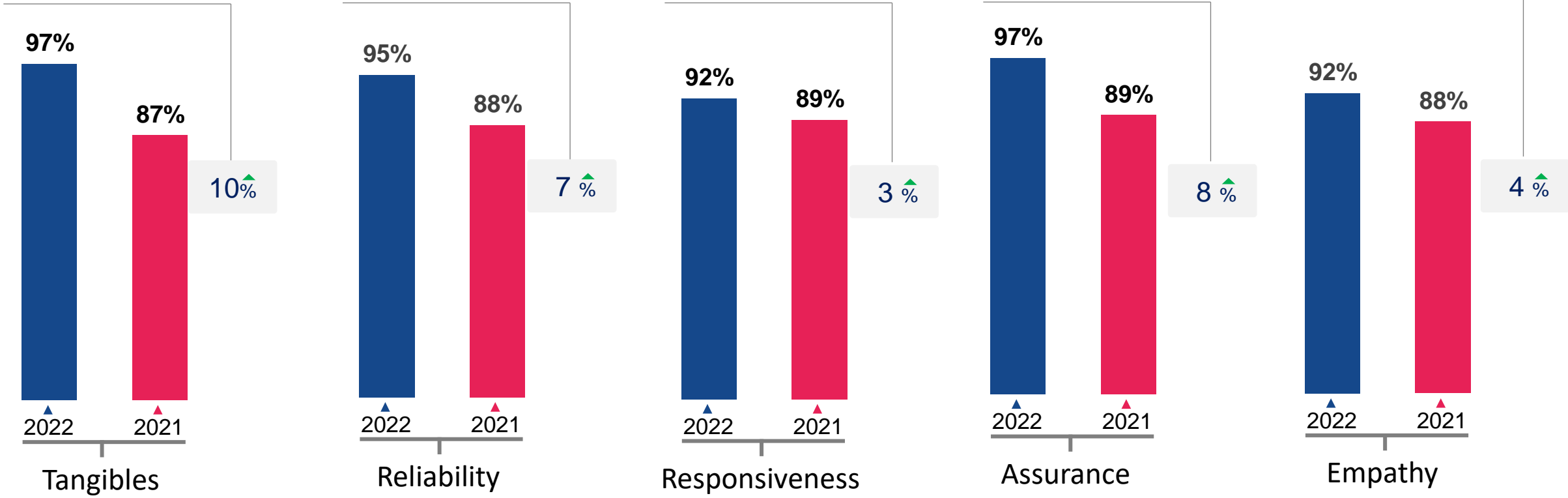
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Tangibles
- 2022: 97%
- 2021: 87%
- 10% ▲

Reliability
- 2022: 95%
- 2021: 88%
- 7% ▲

Responsiveness
- 2022: 92%
- 2021: 89%
- 3% ▲

Assurance
- 2022: 97%
- 2021: 89%
- 8% ▲

Empathy
- 2022: 92%
- 2021: 88%
- 4% ▲

Total Service Quality Measure
- 90% → 95%
- 5% ▲

Base (n) = 3300

1 – Strongly Disagree; 2 – Disagree; 3 – Neutral; 4 – Agree; 5 – Strongly Agree

C I C

Overall Service Quality Measure Score by Banks & Comparative Analysis

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	Overall Service Quality'22		Stars
OVERALL SERVICE QUALITY'22	95.0	96.0	★★★★★
UMB	99.5	99.5	★★★★★
STANBIC	98.0	99.7	★★★★★
REPUBLIC	98.0	97.8	★★★★★
ABSA	97.7	97.5	★★★★★
FAB	97.6	96.2	★★★★★
STANCHART	97.0	97.5	★★★★★
CAL BANK	96.8	96.8	★★★★★
ACCESS	96.4	97.2	★★★★★
FBN	96.1	97.3	★★★★★
FIDELITY	95.9	97.7	★★★★★
FNB	95.5	96.9	★★★★★
PBL	95.2	95.9	★★★★★
UBA	95.0	94.9	★★★★★
GT BANK	93.8	94.7	★★★★★
NIB	93.4	94.4	★★★★★
OMNIBSIC	93.4	94.2	★★★★★
CBG	93.3	93.9	★★★★★
ZENITH	91.6	92.1	★★★★★
GCB	91.5	94.1	★★★★★
BOA	89.2	89.7	★★★★
SG	86.2	88.3	★★★★
ECOBANK	86.0	87.2	★★★★

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3

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	2022 %		2021 %	
Total Service Quality	**95.0** ↗	★★★★★	**90.0**	★★★★
ABSA	97.7 ↗	★★★★★	93.4	★★★★
ADB	–		66.6	★★
Access	96.4 ↗	★★★★★	**94.3**	★★★★★
BOA	89.2 ↗	★★★★	86.6	★★★★
CAL	96.9 ↗	★★★★★	**91.8**	★★★★★
CBG	93.5 ↗	★★★★★	88.1	★★★★
Ecobank	86.1 ↘	★★★★	96.8	★★★★★
OmniBSIC Bank	93.8 ↗	★★★★★	89.9	★★★★
PBL	95.4 ↘	★★★★★	96.0	★★★★★
SG	86.4 ↘	★★★★	94.3	★★★★★
Fidelity	96.0 ↗	★★★★★	91.4	★★★★★
GCB	91.8 ↗	★★★★★	**82.5**	★★★★
Stanbic Bank	97.9 ↗	★★★★★	89.3	★★★★
UBA	95.1 ↗	★★★★★	94.0	★★★★★
GT Bank	93.8 ↗	★★★★★	**88.8**	★★★★
FBN	96.3 ↗	★★★★★	85.3	★★★★
Republic Bank	98.0	★★★★★	–	
Stanchart	97.1 ↗	★★★★★	89.9	★★★★
FNB	95.5 ↗	★★★★★	**93.2**	★★★★★
NIB	93.7 ↗	★★★★★	89.9	★★★★
Zenith	91.6 ↘	★★★★★	93.3	★★★★★
FABL	97.5 ↗	★★★★★	**92.3**	★★★★★
UMB	99.6 ↗	★★★★★	90.4	★★★★

Base (n) = 3300

1 – Strongly Disagree; 2 – Disagree; 3 – Neutral; 4 – Agree; 5 – Strongly Agree

↗ Increase ↘ Decline

C I C

1.2   **Customer Satisfaction**

Customer Satisfaction for Traditional Banking - 2022

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Overall Satisfaction

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1%	1%	3%	54%	41%

95%
Overall Satisfaction with traditional banking

Customer Satisfaction for Traditional Banking - 2021 vs. 2022

Overall Satisfaction	2021	2022
Top 2 Box/%	94	95 ↗

Base (n) = 3300

Customer Satisfaction for Traditional Banking by Banks – Comparative Analysis

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	OVERALL SATISFACTION'22	95.8	★★★★★
	UMB	100	★★★★★
	FNB	100	★★★★★
	STANCHART	100	★★★★★
	ABSA	100	★★★★★
	REPUBLIC	98.5	★★★★★
	ACCESS	98.5	★★★★★
	STANBIC	98.3	★★★★★
21	FBN	98	★★★★★
	FAB	97.8	★★★★★
	CAL	96.7	★★★★★
	CBG	96	★★★★★
	NIB	94.6	★★★★★
	OMNIBSIC BANK	94.6	★★★★★
	GT BANK	94.5	★★★★★
	UBA	94.4	★★★★★
	PBL	93.9	★★★★★
	ZENITH	93.7	★★★★★
	FIDELITY	93.7	★★★★★
	GCB	92.4	★★★★★
	SG	91.5	★★★★★
	ECOBANK	90.9	★★★★★
1	BOA	89.5	★★★★
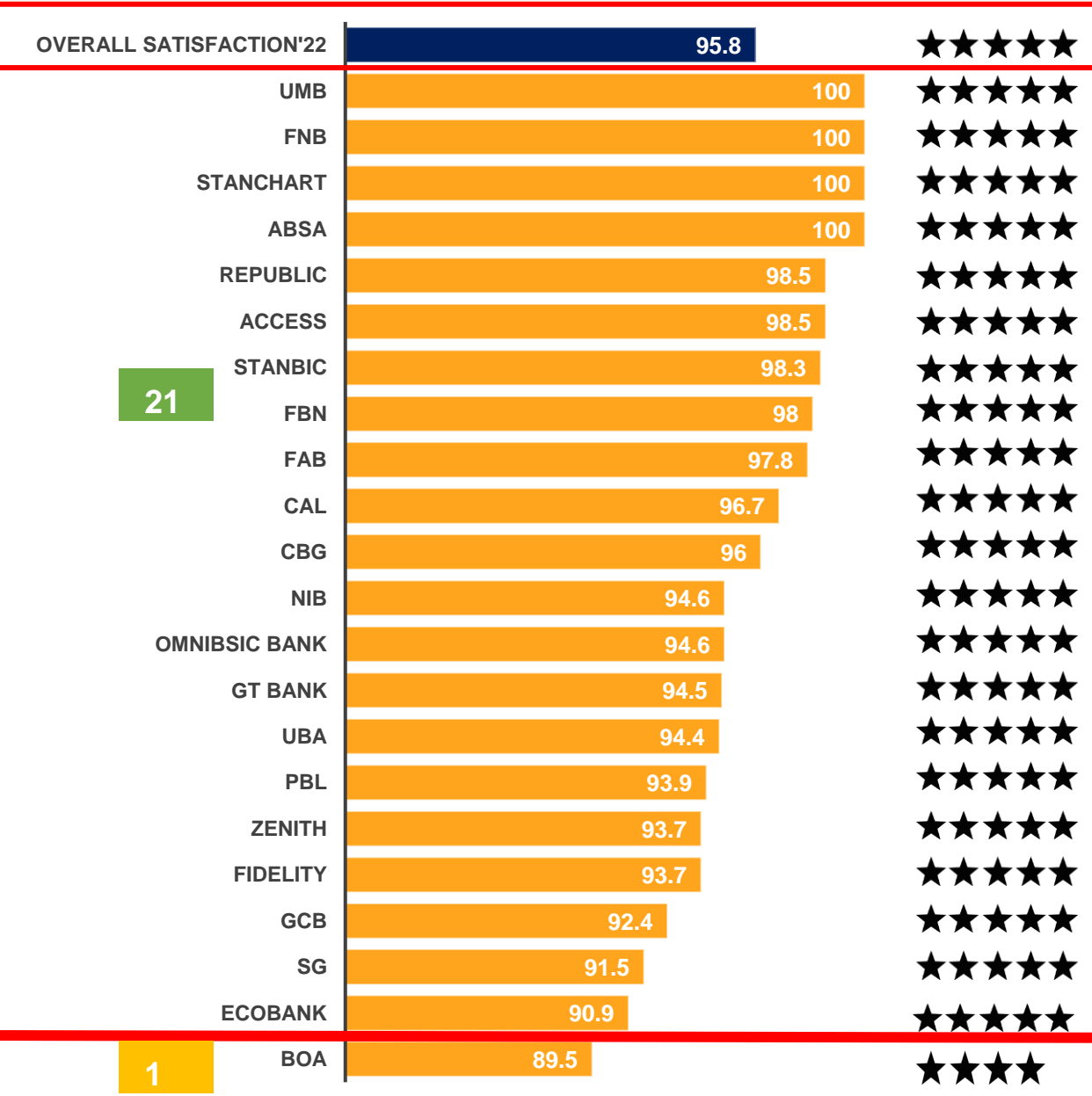
	2022 %		2021 %	
Overall Satisfaction	96 ↗	★★★★★	94	★★★★☆
ABSA	100 ↗	★★★★★	96	★★★★★
ADB	-		77	★★
Access	99	★★★★★	99	★★★★★
BOA	90 ↗	★★★★☆	88	★★★★☆
CAL	97 ↘	★★★★★	98	★★★★★
CBG	96 ↗	★★★★★	93	★★★★★
Ecobank	91 ↘	★★★★★	99	★★★★★
OmniBSIC Bank	95 ↗	★★★★★	93	★★★★★
PBL	94 ↘	★★★★★	99	★★★★★
SG	92 ↘	★★★★★	97	★★★★★
Fidelity	94 ↘	★★★★★	99	★★★★★
GCB	92 ↗	★★★★★	89	★★★★☆
Stanbic Bank	98 ↗	★★★★★	95	★★★★★
UBA	94 ↘	★★★★★	97	★★★★★
GT Bank	95 ↗	★★★★★	94	★★★★☆
FBN	98 ↗	★★★★★	93	★★★★★
Republic Bank	99	★★★★★	-	
Stanchart	100 ↗	★★★★★	95	★★★★★
FNB	100 ↗	★★★★★	98	★★★★★
NIB	95 ↗	★★★★★	92	★★★★☆
Zenith	94 ↘	★★★★★	95	★★★★★
FABL	98 ↗	★★★★★	94	★★★★★
UMB	100 ↗	★★★★★	97	★★★★★

Base (n) = 3300

1 – Strongly Disagree; 2 – Disagree; 3 – Neutral; 4 – Agree; 5 – Strongly Agree

↗ Increase ↘ Decline

CIC

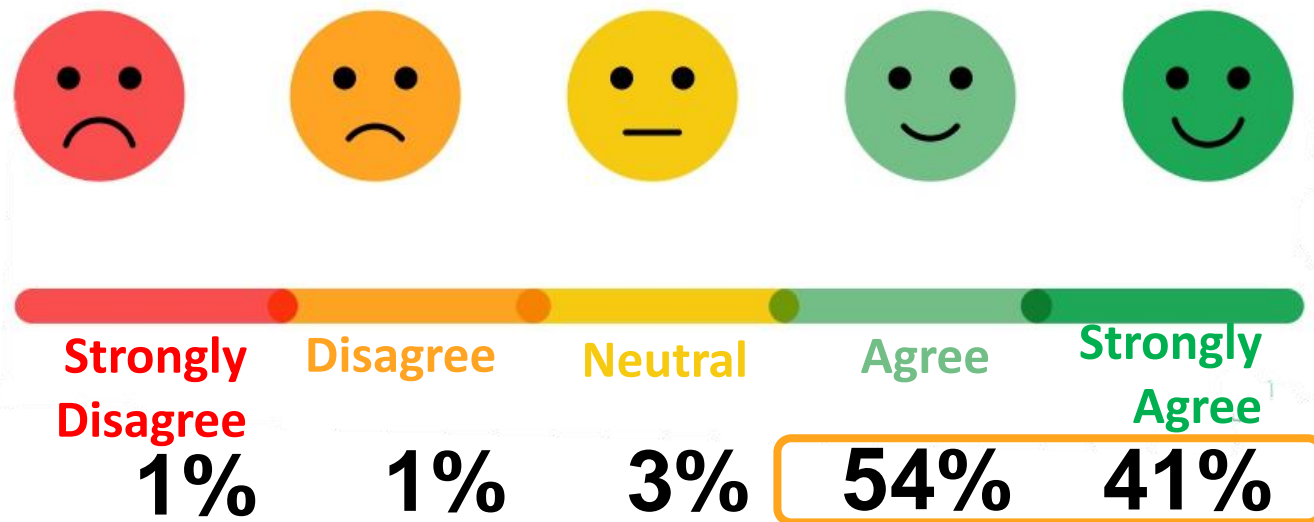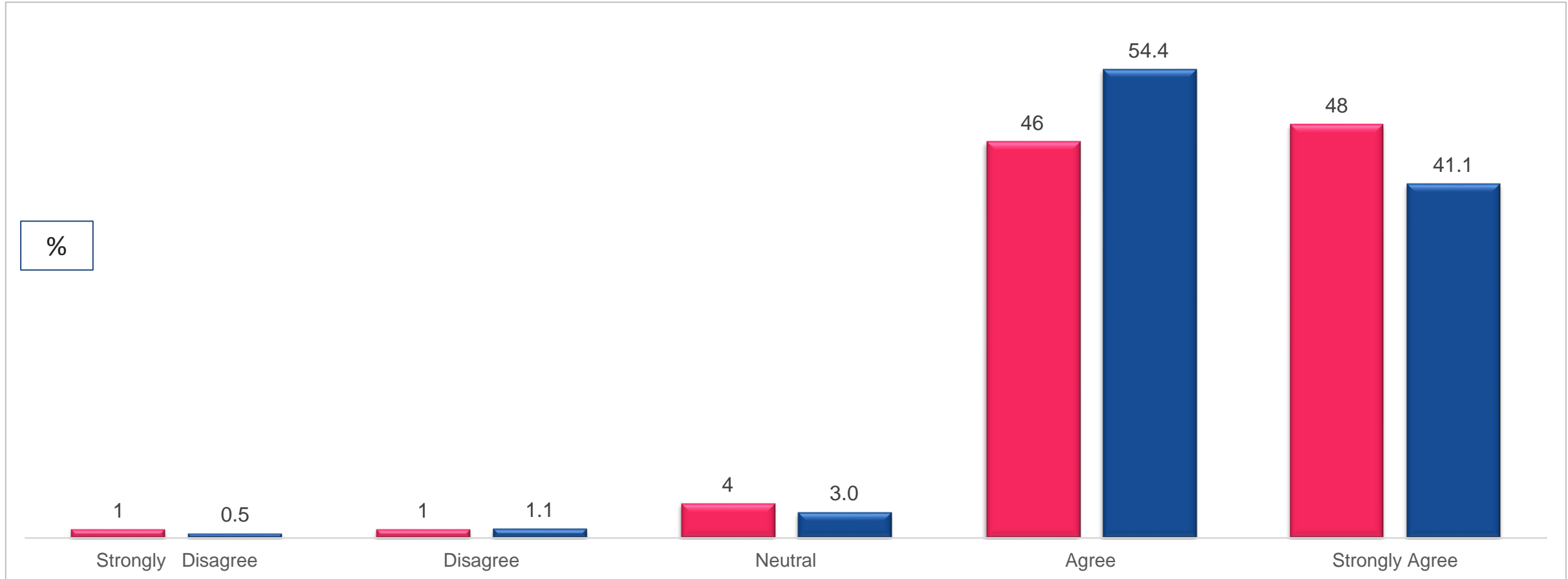# Remote Banking

What is Remote Banking?:

customers who perform banking transaction on their devices (laptop, cell phone, tablets etc.).

2.1 **Level of Service Quality**

Definition of the Six Dimensions

Reliability

Platform performs the service dependably and accurately

Aesthetics/ Tangibles

Look and feel of the platform and ability to navigate effortlessly

Security/ Safety (Assurance)

Privacy, Safety and Security of transactions

Empathy

Providing care and individualized attention to customers

responsive ness

Willingness to help and provide prompt service

Ease of Use

Ability of a customer to find information or enact transactions with the least amount of effort

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Service Quality Measure Score (Top 2 Box Score) – Comparative Analysis

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Tangibles
- 2022: 92%
- 2021: 93%
- -1 %

Reliability
- 2022: 85%
- 2021: 89%
- -4%

Responsiveness
- 2022: 86%
- 2021: 88%
- -2%

Security/Safety
- 2022: 91%
- 2021: 94%
- -3%

Empathy
- 2022: 86%
- 2021: 86%
- 0%

Ease of Use
- 2022: 88%
- 2021: 88%
- 0%

Total Service Quality Measure
- 88%
- 89%
- -1%

Base (n) = 276

C I C

Service Quality Measure Score (Top 2 Box Score) by Banks – Comparative Analysis

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Overall Service Quality – Remote Banking

Bank	Score 1	Score 2	Rating
OVERALL SERVICE QUALITY'22	88.0	93.4	★★★★
REPUBLIC	99.6	98.4	★★★★★
STANBIC	99.4	99.4	★★★★★
ACCESS	99.4	99.4	★★★★★
GCB	98.9	98.9	★★★★★
UMB	98.0	97.3	★★★★★
FBN	97.7	100.0	★★★★★
STANCHART	95.8	97.6	★★★★★
FNB	94.0	96.6	★★★★★
ABSA	93.5	94.0	★★★★★
ZENITH	91.4	91.4	★★★★★
BOA	88.3	87.8	★★★★
GT	87.1	85.3	★★★★
NIB	86.2	92.0	★★★★
FIDELITY	86.2	99.3	★★★★
FAB	85.7	89.2	★★★★
CAL	82.3	94.1	★★★★
UBA	82.2	93.7	★★★★
ECOBANK	81.8	94.2	★★★★
OMNIBSIC	75.3	85.7	★★★
SG	74.8	83.0	★★★
CBG	74.7	84.7	★★★

Group markers: **10**, **8**, **3**

10

Bank	2022 %	2022 Rating	2021 %	2021 Rating
Total Service Quality	*88* ↘	★★★★	*89*	★★★★
ABSA	93.5 ↗	★★★★★	61.9	★★
ADB	–		60.3	★★
Access	99.4 ↗	★★★★★	90.4	★★★★★
BOA	88.3 ↘	★★★★	90.3	★★★★★
CAL	82.3 ↘	★★★★	89.8	★★★★★
CBG	74.7 ↘	★★★	92.7	★★★★★
Ecobank	81.8 ↘	★★★★	91.5	★★★★★
OmniBSIC Bank	75.3 ↘	★★★	81.7	★★★★★
PBL	–		90.3	★★★★★
SG	74.8 ↘	★★★	82.2	★★★★★
Fidelity	86.2 ↗	★★★★	93.0	★★★★★
GCB	98.9 ↗	★★★★★	82.5	★★★★
Stanbic Bank	99.4 ↗	★★★★★	62.2	★★
UBA	82.2 ↘	★★★★	93.2	★★★★★
GT Bank	87.1 ↘	★★★★	88.2	★★★★★
FBN	97.7 ↗	★★★★★	66.5	★★
Republic Bank	99.6	★★★★★	–	
Stanchart	95.8 ↗	★★★★★	58.0	★★
FNB	94.0 ↗	★★★★★	64.4	★★
NIB	86.2 ↗	★★★★	44.3	★
Zenith	91.4 ↘	★★★★★	96.0	★★★★★
FABL	85.7 ↘	★★★★	87.9	★★★★★
UMB	98.0 ↗	★★★★★	58.7	★★

Base (n) = 594

1 – Strongly Disagree; 2 – Disagree; 3 – Neutral; 4 – Agree; 5 – Strongly Agree

↗ Increase ↘ Decline

C I C

2.2 **Customer Satisfaction**

Customer Satisfaction for Remote Banking - 2022

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Overall Satisfaction

Strongly Disagree — **Disagree** — **Neutral** — **Agree** — **Strongly Agree**

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
3%	**4%**	**5%**	**46%**	**42%**
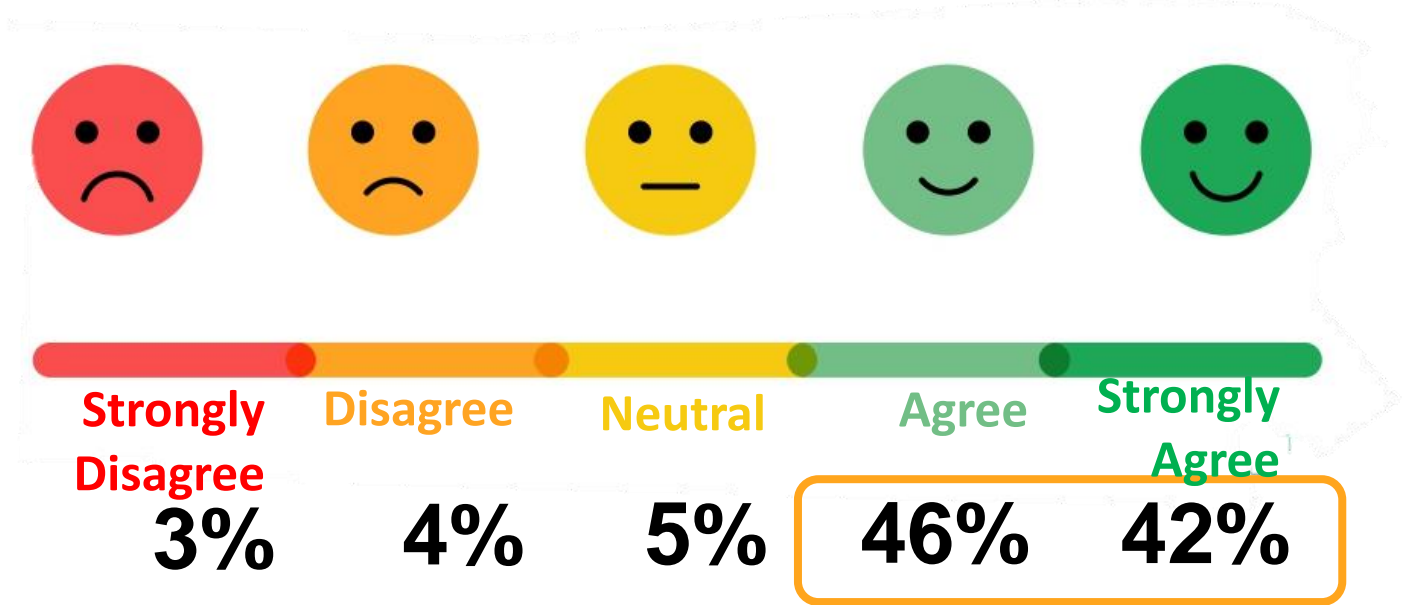
88%
Overall Satisfaction with remote banking

Customer Satisfaction for Remote Banking – 2021 vs. 2022
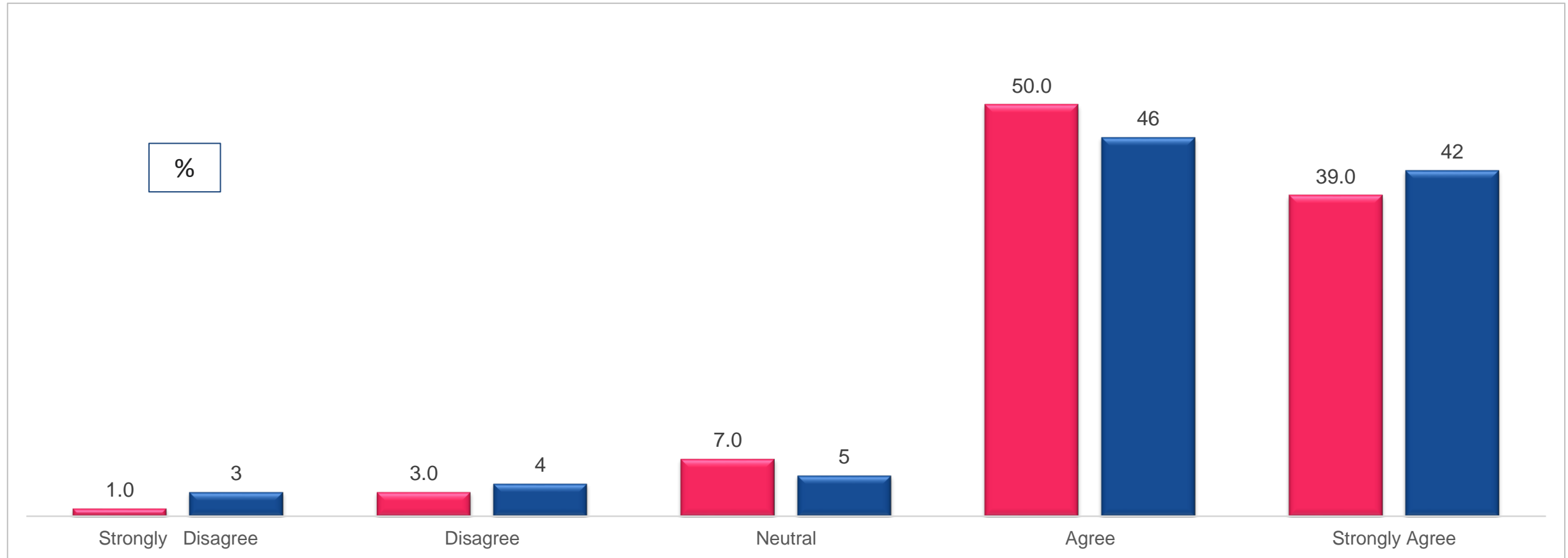
Overall Satisfaction	2021	2022
Top 2 Box/%	89	88 ↘

Base (n) = 276

Customer Satisfaction for Remote Banking by Banks – Comparative Analysis

	OVERALL SATISFACTION '22	Score	Stars
	OVERALL SATISFACTION '22	88	★★★★
11	ACCESS	100	★★★★★
	UMB	100	★★★★★
	ZENITH	100	★★★★★
	NIB	100	★★★★★
	SCB	100	★★★★★
	REPUBLIC	100	★★★★★
	FBN	100	★★★★★
	STANBIC BANK	100	★★★★★
	GCB	100	★★★★★
	ABSA	100	★★★★★
	BOA	92	★★★★★
3	FAB	86	★★★★
	CAL BANK	85	★★★★
	SG	81	★★★★
5	FIDELITY	80	★★★
	ECOBANK	79	★★★
	CBG	78	★★★
	FNB	75	★★★
	GT BANK	75	★★★
2	OMNIBSIC	69	★★
	UBA	67	★★

8

	2022 %		2021 %	
Overall Satisfaction	*88* ↘	★★★★☆	*89*	★★★★☆
ABSA	100 ↗	★★★★★	92	★★★★★
ADB	-		56	★★
Access	100	★★★★★	**100**	★★★★★
BOA	92 ↘	★★★★★	96	★★★★★
CAL	85 ↘	★★★★☆	**100**	★★★★★
CBG	78 ↘	★★★	92	★★★★★
Ecobank	79 ↘	★★★	100	★★★★★
OmniBSIC Bank	69 ↗	★★	67	★★
PBL	-		91	★★★★★
SG	81 ↘	★★★★☆	90	★★★★★
Fidelity	80 ↘	★★★	100	★★★★★
GCB	100 ↗	★★★★★	**89**	★★★★☆
Stanbic Bank	100 ↗	★★★★★	65	★★
UBA	67 ↘	★★	95	★★★★★
GT Bank	75 ↘	★★★	**95**	★★★★★
FBN	100 ↗	★★★★★	83	★★★★
Republic Bank	100	★★★★★	-	
Stanchart	100 ↗	★★★★★	65	★★
FNB	75 ↗	★★★	**67**	★★
NIB	100 ↗	★★★★★	33	★
Zenith	100 ↗	★★★★★	94	★★★★★
FABL	86 ↘	★★★★☆	**96**	★★★★★
UMB	100 ↗	★★★★★	67	★★

Customer Loyalty (Top 2 Box Score)

Level of Agreement (Top 2 Box Score)

Behavioural Loyalty 84%

Emotional Loyalty 78%

Total Customer Loyalty Measure 81%

Base (n) = 3300

1 – Strongly Disagree; 2 – Disagree; 3 – Neutral; 4 – Agree; 5 – Strongly Agree

Overall Customer Loyalty - 2022

Overall Customer Loyalty

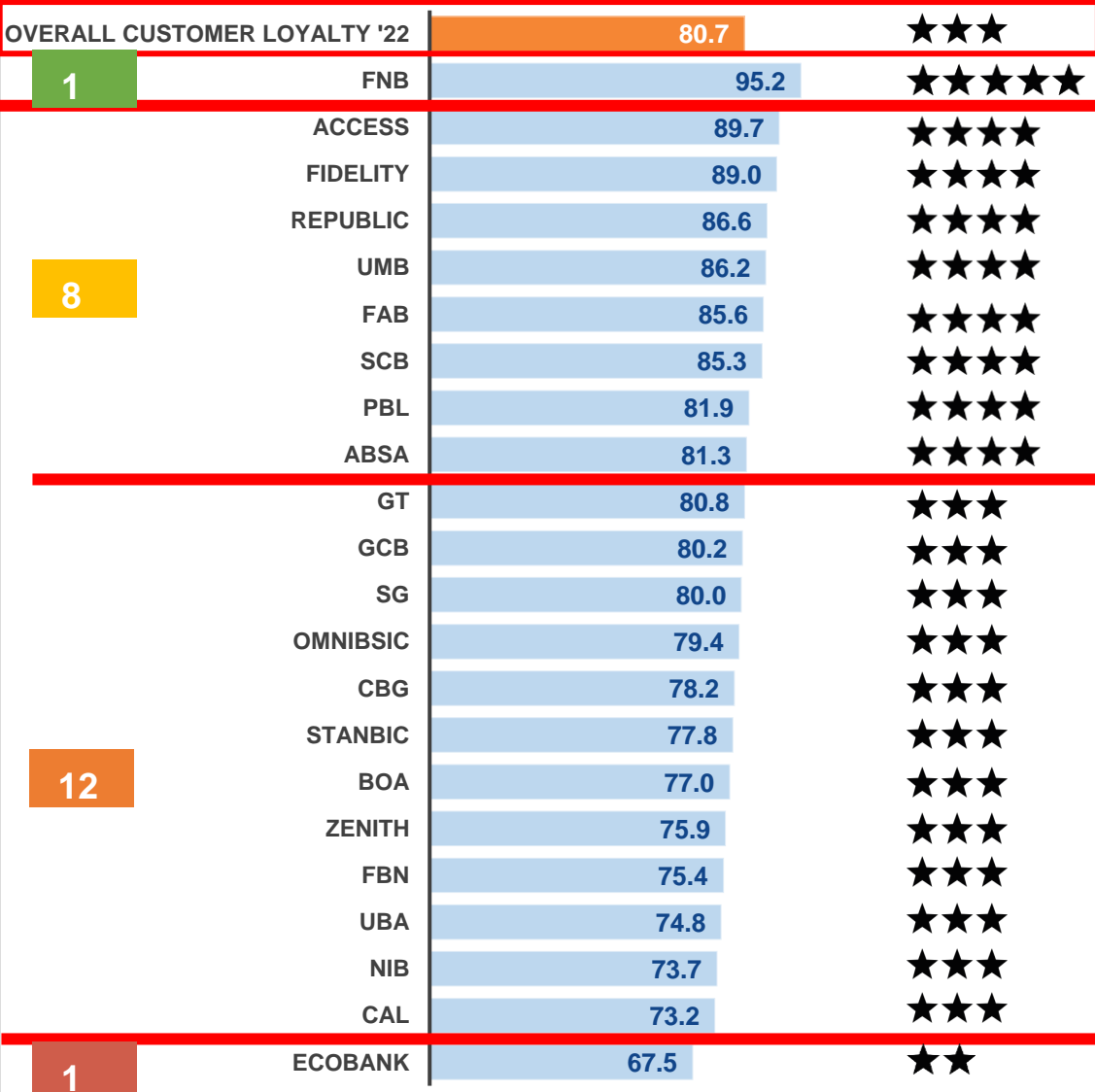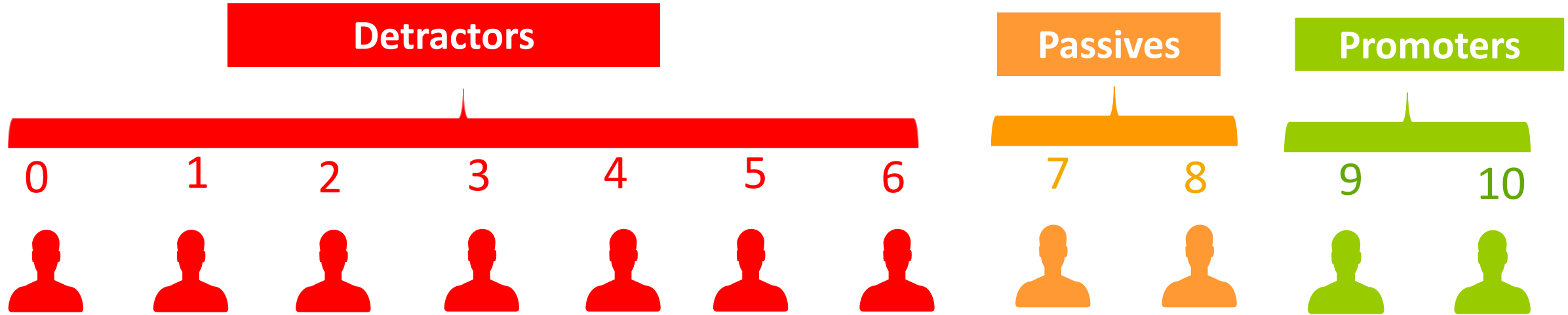|		
OVERALL CUSTOMER LOYALTY '22	80.7	★★★
FNB	95.2	★★★★★
ACCESS	89.7	★★★★
FIDELITY	89.0	★★★★
REPUBLIC	86.6	★★★★
UMB	86.2	★★★★
FAB	85.6	★★★★
SCB	85.3	★★★★
PBL	81.9	★★★★
ABSA	81.3	★★★★
GT	80.8	★★★
GCB	80.2	★★★
SG	80.0	★★★
OMNIBSIC	79.4	★★★
CBG	78.2	★★★
STANBIC	77.8	★★★
BOA	77.0	★★★
ZENITH	75.9	★★★
FBN	75.4	★★★
UBA	74.8	★★★
NIB	73.7	★★★
CAL	73.2	★★★
ECOBANK	67.5	★★

Groupings: **1**, **8**, **12**, **1**

Base (n) = 3300

5

	2022 %		2021 %	
Overall Customer Loyalty	81 ↗	★★★★	73	★★★
ABSA	81 ↗	★★★★	77	★★★
ADB	-		52	★★
Access	90 ↗	★★★★	79	★★★
BOA	77 ↗	★★★	68	★★
CAL	73 ↘	★★★	74	★★★
CBG	78 ↗	★★★	67	★★
Ecobank	67 ↘	★★	85	★★★★
OmniBSIC Bank	79 ↗	★★★	72	★★★
PBL	82 ↗	★★★	79	★★★
SG	80 ↗	★★★	75	★★★
Fidelity	89 ↗	★★★★	77	★★★
GCB	80 ↗	★★★	76	★★★
Stanbic Bank	78 ↗	★★★	72	★★★
UBA	75 ↘	★★★	80	★★★
GT Bank	81 ↗	★★★★	71	★★★
FBN	75 ↗	★★★	56	★★
Republic Bank	87	★★★★	-	
Stanchart	85 ↗	★★★★	76	★★★
FNB	95 ↗	★★★★★	73	★★★
NIB	74 ↘	★★★	75	★★★
Zenith	76 ↘	★★★	81	★★★★
FABL	86 ↗	★★★★	77	★★★
UMB	86 ↗	★★★★	72	★★★

How we determine the Net Promoters

CIMG
WORKING FOR GHANA

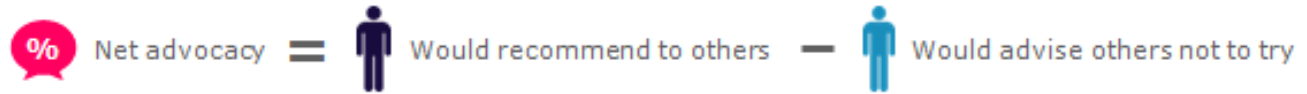| Detractors							Passives		Promoters	
0	1	2	3	4	5	6	7	8	9	10

Net Promoter Score – Calculation

- The calculation is based on percents (%s)

- Promoters = score 9 or 10

- Detractors = score 0 to 6

- Net Promoter Score (NPS) = (% Promoters) – (% Detractors)

- % of people scoring 7 and 8 is calculated but ignored.

C I C

Net Promoter Score - 2022

	Total	absa	access	Republic Bank	CalBank	GCB	GTBank	First Atlantic Bank	NIB	(Fidelity)	umb	OmniBSIC	UBA	CBG	First National Bank	SG-SSB	Stanbic Bank	standard chartered	FBNBank	Ecobank	Bank of Africa	Zenith	Prudential Bank
NPS %	59	62	87	64	45	63	49	51	66	77	70	44	53	52	40	50	75	76	61	38	39	70	67
Ranking		11th	1st	9th	18th	10th	17th	15th	8th	2nd	5th	19th	13th	14th	20th	16th	4th	3rd	12th	22nd	21st	6th	7th

NPS < 50%	Serious Issue
50% < NPS < 75	Quite Good
NPS > 75%	Exceptionally Good

Net score = Promoter- Detractors

% Net advocacy = Would recommend to others — Would advise others not to try
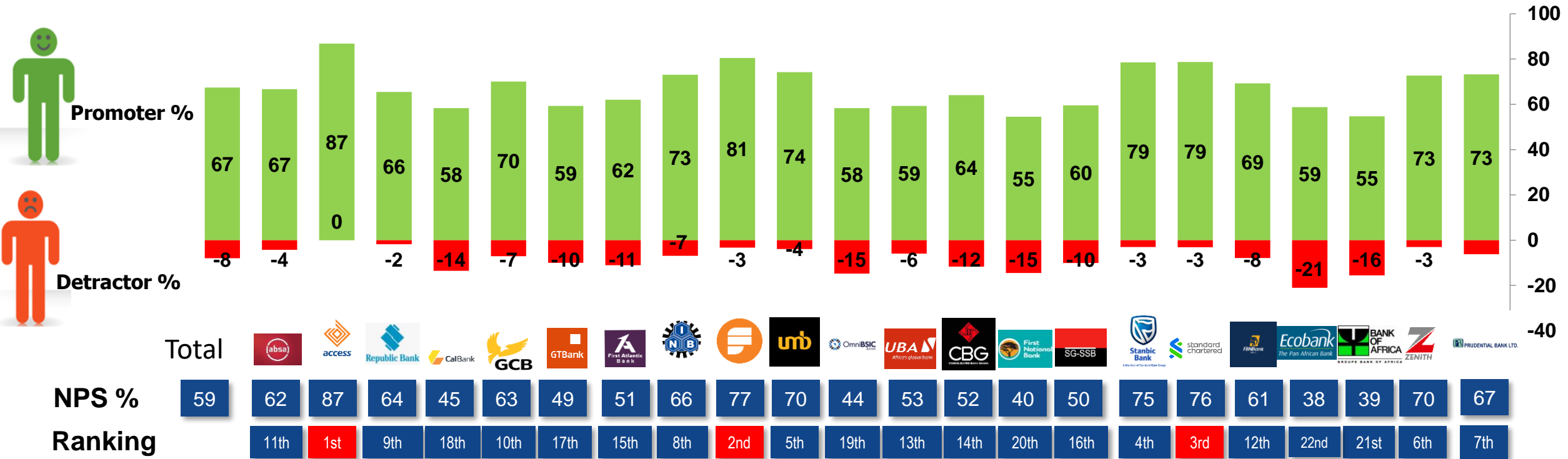
NPS by Banks – Comparative Analysis

Bank	2022 %	2021 %
NPS	**59** ↗	**44**
ABSA	62 ↗	36
ADB	–	-4
Access	87 ↗	60
BOA	39 ↗	38
CAL	45 ↘	46
CBG	52 ↗	22
Ecobank	38 ↘	73
OmniBSIC Bank	44 ↗	23
PBL	67 ↘	77
SG	50 ↗	36
Fidelity	77 ↗	63
GCB	63 ↗	34
Stanbic Bank	76 ↗	38
UBA	53 ↗	37
GT Bank	49	49
FBN	61 ↗	12
Republic Bank	64	–
Stanchart	76 ↗	54
FNB	40 ↘	59
NIB	66 ↗	41
Zenith	70 ↗	51
FABL	51 ↘	59
UMB	70 ↗	49

5

Chart values:

Bank	NPS '22
OVERALL NPS '22	59
ACCESS	87
FIDELITY	78
STANCHART	76
STANBIC	76
ZENITH	70
UMB	70
PBL	67
NIB	66
RBL	64
GCB	63
ABSA	63
FBN	61
UBA	53
CBG	52
FAB	51
SG	50
GT BANK	49
CAL	44
OMNIBSIC BANK	43
FNB	40
BOA	39
ECOBANK	38

Base (n) = 3300

1 – Strongly Disagree; 2 – Disagree; 3 – Neutral; 4 – Agree; 5 – Strongly Agree

↗ Increase ↘ Decline

Business Banking

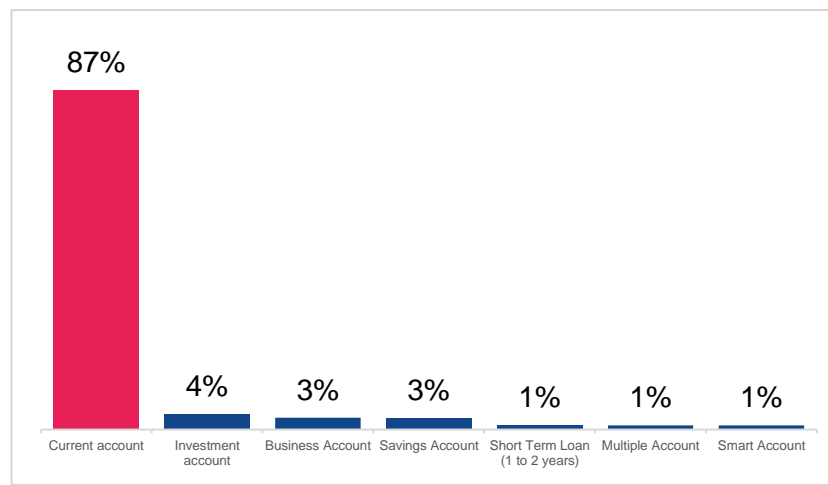# Customer Profile - 2022

CIMG
WORKING FOR GHANA

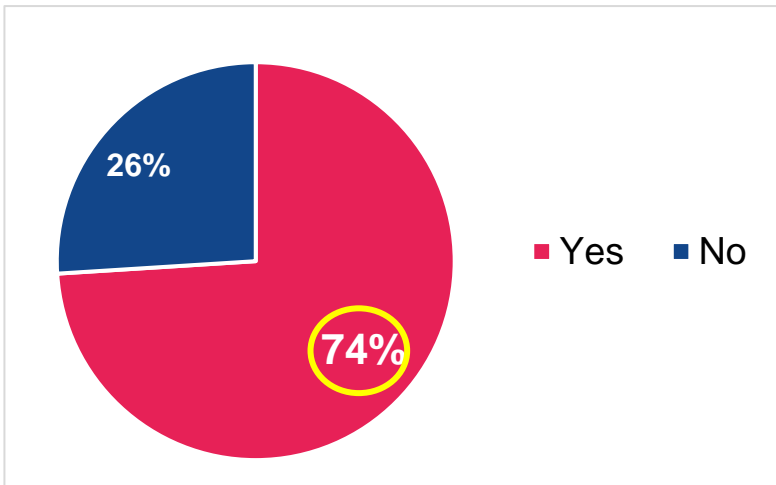## Years of operating business

Category	Percentage
Up to 5 years	32%**
6 to 10 years	26%
11 to 15 years	17%
16 to 20 years	10%
20 years plus	16%

Account Type

Category	Percentage
Current account	87%
Investment account	4%
Business Account	3%
Savings Account	3%
Short Term Loan (1 to 2 years)	1%
Multiple Account	1%
Smart Account	1%
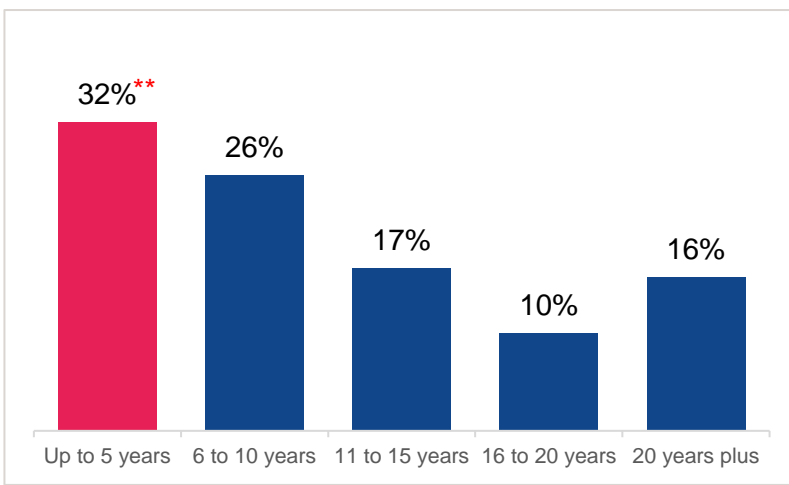
Monthly Income

Range of Income	Percentage
Up to GHc500,000	**34%**
GHc500,000 - GHc2Million	**21%**
GHc2 Million - GHc10 Million	**12%**
GHc10 Million - GHc20 Million	**9%**
GHc20 Million - GHc50 Million	**9%**
GHc50 Million - GHc100 Million	**6%**
Above GHc100 Million	**9%**

Does your company have accounts with any other Bank(s)?

- Yes — 74%
- No — 26%

Base (n) = 2200

C I C

Levels of Service Quality & Customer Satisfaction

1.1 **Level of Service Quality**

Star Rating Of Individual Banks

★	★★	★★★	★★★★	★★★★★
Poor Service	**Fair Service**	**Good Service**	**Very Good Service**	**Excellent Service**
0%-50%	51%-70%	71%-80%	81%-90%	91%-100%
Unsatisfactory	Fair	Satisfactory	Commendable	Praiseworthy

Overall Service Quality Score (Top 2 Box Score) - 2022

CIMG WORKING FOR GHANA

OVERALL SERVICE QUALITY	92.9	95.1 ★★★★★
CAL	100	100 ★★★★★
STANBIC	99.8	99.9 ★★★★★
ACCESS	99.6	99.6 ★★★★★
SCB	99.2	100 ★★★★★
FNB	99.0	99.8 ★★★★★
PBL	98.6	98.7 ★★★★★
FBN	98.1	99.5 ★★★★★
OMNIBSIC	97.6	98.0 ★★★★★
UBA	96.2	99.8 ★★★★★
ECOBANK	95.7	97.7 ★★★★★
NIB	95.5	95.4 ★★★★★
SG	95.2	97.7 ★★★★★
CBG	92.2	93.4 ★★★★★
FABL	92.2	92.8 ★★★★★
GTB	92.0	99.1 ★★★★★
ZENITH	90.7	94.4 ★★★★★
BOA	88.8	96.4 ★★★★
UMB	88.3	89.3 ★★★★
RBL	86.0	87.3 ★★★★
GCB	84.3	83.7 ★★★★
ABSA	82.3	94.1 ★★★★
FIDELITY	73.0	76.4 ★★★

16

5

1

Total Service Quality Measure

93%

Total Service Quality Importance

95%

Base (n) = 2200

C I C

1.2 **Customer Satisfaction**

Customer Satisfaction for Traditional Banking - 2022

Overall Satisfaction

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1%	1%	5%	51%	42%
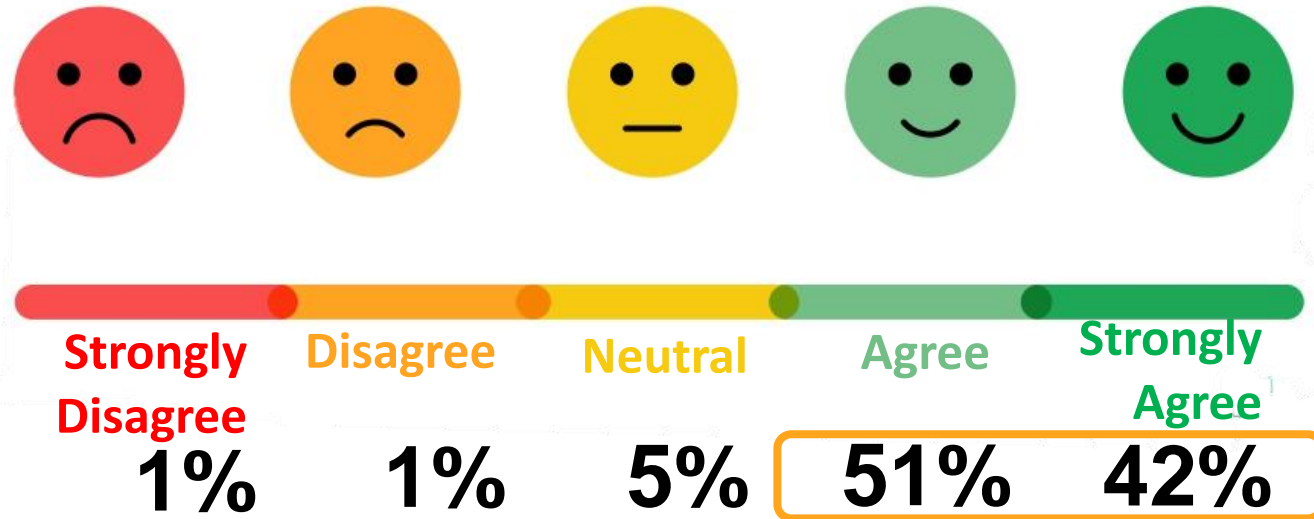
93%
Overall Satisfaction with traditional banking

Overall Satisfaction for Traditional Banking - 2022

Customer Loyalty (Top 2 Box Score)

Level of Agreement (Top 2 Box Score)

Behavioural Loyalty 84%

Emotional Loyalty 77%

Total Customer Loyalty Measure 80%

Base (n) = 2200

Overall Customer Loyalty - 2022

CIMG — WORKING FOR GHANA

Overall Customer Loyalty Measure

80%

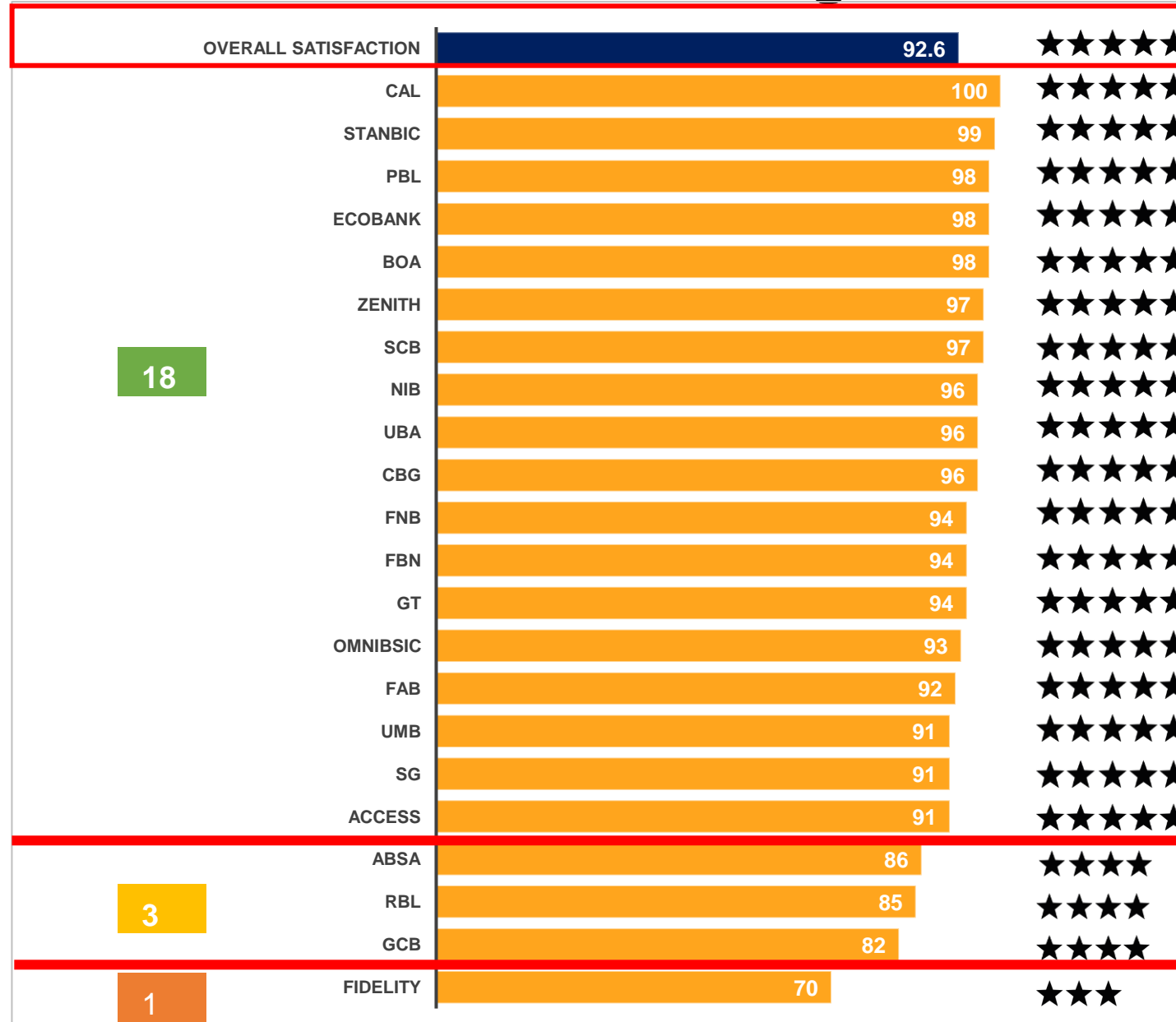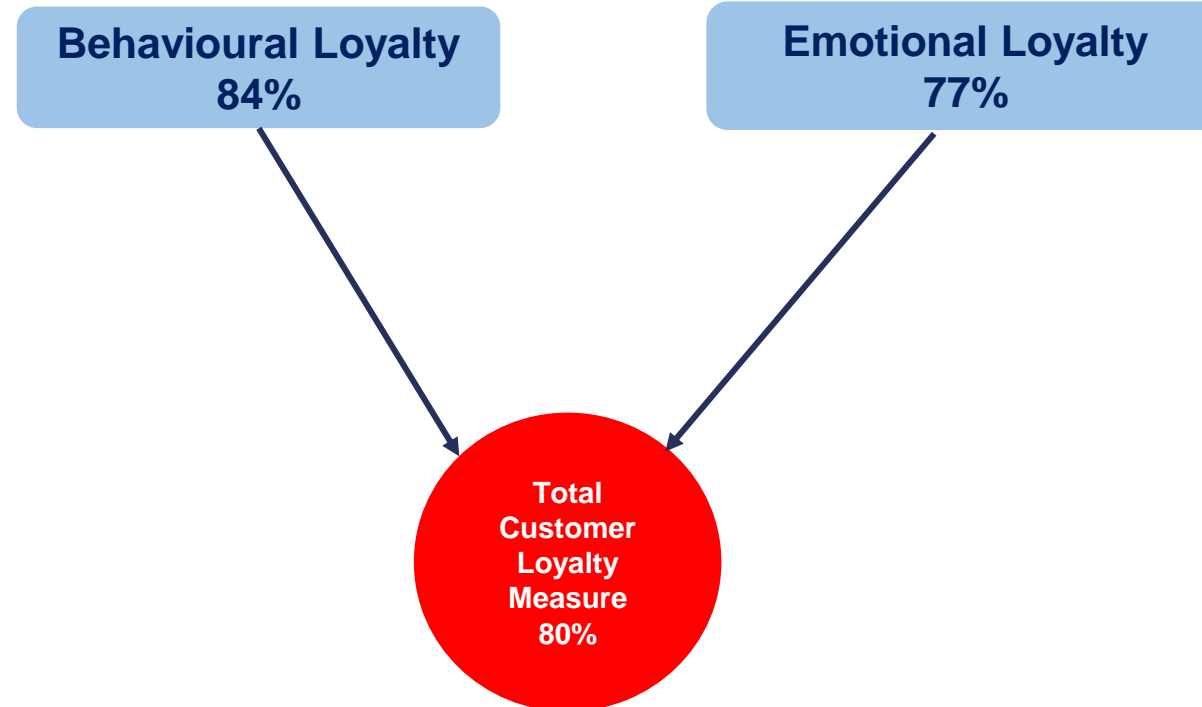|		Score	Stars
	TOTAL CUSTOMER LOYALTY	**80.2**	★★★
2	PBL	94.9	★★★★★
	CAL	94.1	★★★★★
11	OMNIBSIC	90.4	★★★★
	FAB	88.4	★★★★
	FNB	88.4	★★★★
	NIB	87.6	★★★★
	STANBIC	87.3	★★★★
	SCB	84.9	★★★★
	ECOBANK	84.1	★★★★
	ACCESS	83.8	★★★
	FBN	82.6	★★★
	SG	82.5	★★★
	CBG	82.0	★★★
4	BOA	79.6	★★★
	UBA	78.6	★★★
	UMB	77.8	★★★
	GT	77.4	★★★
4	ABSA	70.4	★★
	RBL	69.3	★★
	ZENITH	67.9	★★
	FIDELITY	63.4	★★
1	GCB	48.9	★
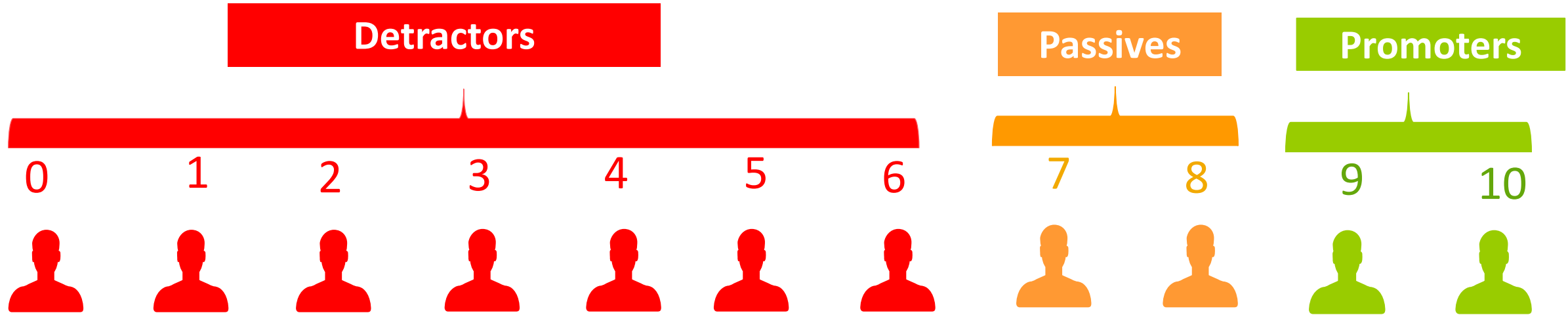
Base (n) = 2200

How we determine the Net Promoters

Detractors

Passives

Promoters

| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Net Promoter Score – Calculation

- The calculation is based on percents (%s)

- Promoters = score 9 or 10

- Detractors = score 0 to 6

- Net Promoter Score (NPS) = (% Promoters) – (% Detractors)

- % of people scoring 7 and 8 is calculated but ignored.

Net Promoter Score - 2022
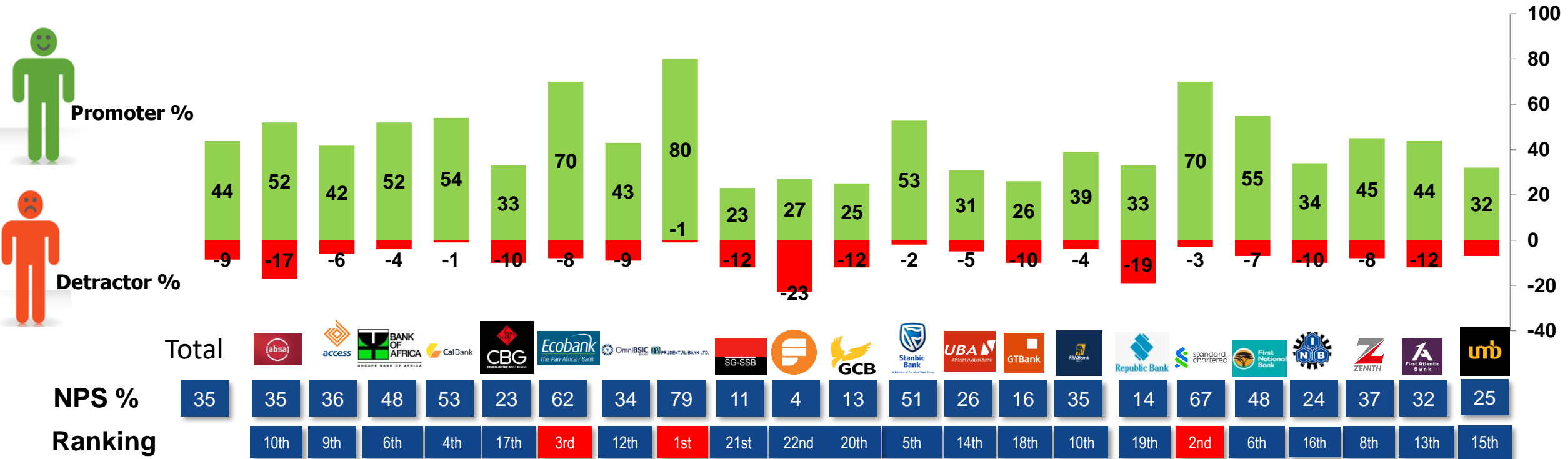
CIMG — WORKING FOR GHANA

Promoter %

Detractor %

Total	absa	access	BANK OF AFRICA	CalBank	CBG	Ecobank	OmniBSIC / PRUDENTIAL BANK LTD.	SG-SSB		GCB	Stanbic Bank	UBA	GTBank	FBNBank	Republic Bank	standard chartered	First National Bank	NIB	ZENITH	First Atlantic Bank	umb

Promoter/Detractor values:
- 44 / -9
- 52 / -17
- 42 / -6
- 52 / -4
- 54 / -1
- 33 / -10
- 70 / -8
- 43 / -9
- 80 / -1
- 23 / -12
- 27 / -23
- 25 / -12
- 53 / -2
- 31 / -5
- 26 / -10
- 39 / -4
- 33 / -19
- 70 / -3
- 55 / -7
- 34 / -10
- 45 / -8
- 44 / -12
- 32

NPS %

| 35 | 35 | 36 | 48 | 53 | 23 | 62 | 34 | 79 | 11 | 4 | 13 | 51 | 26 | 16 | 35 | 14 | 67 | 48 | 24 | 37 | 32 | 25 |

Ranking

| | 10th | 9th | 6th | 4th | 17th | 3rd | 12th | 1st | 21st | 22nd | 20th | 5th | 14th | 18th | 10th | 19th | 2nd | 6th | 16th | 8th | 13th | 15th |

NPS < 50%	Serious Issue
50% < NPS < 75	Quite Good
NPS > 75%	Exceptionally Good

Net score = Promoter - Detractors

% Net advocacy = Would recommend to others − Would advise others not to try

Recap

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2022		2021
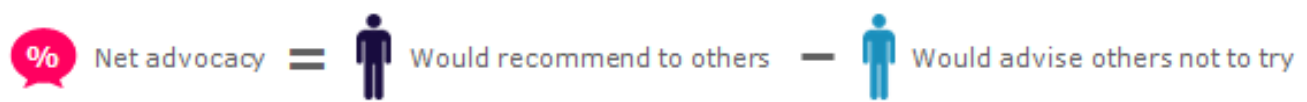
Traditional Banking

Service Quality – Traditional Banking 95%	**+5**	**Service Quality – Traditional Banking** 90%
Customer Satisfaction – Traditional Banking 95%	**+1**	Customer Satisfaction – Traditional Banking 94%

Remote Banking

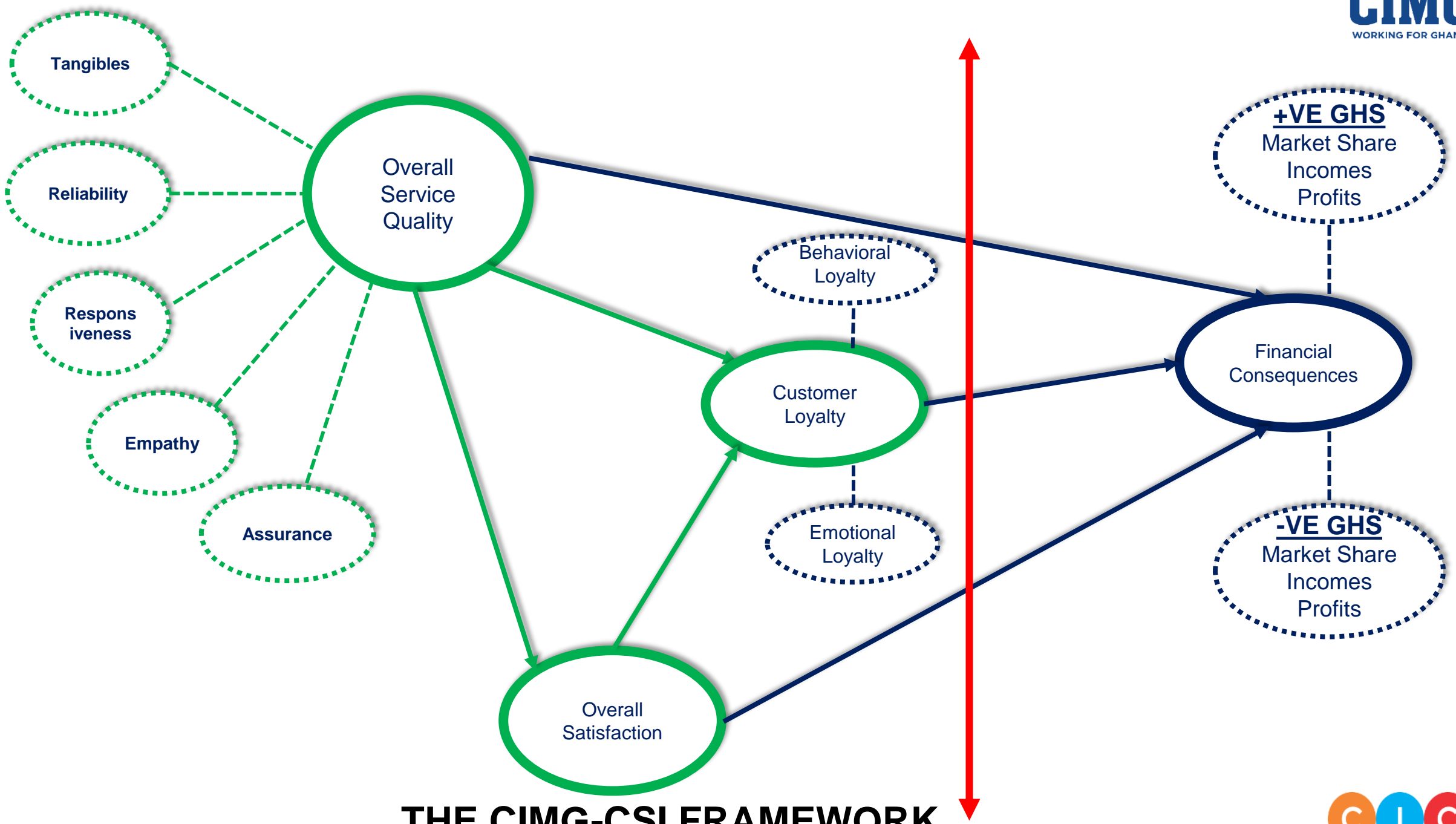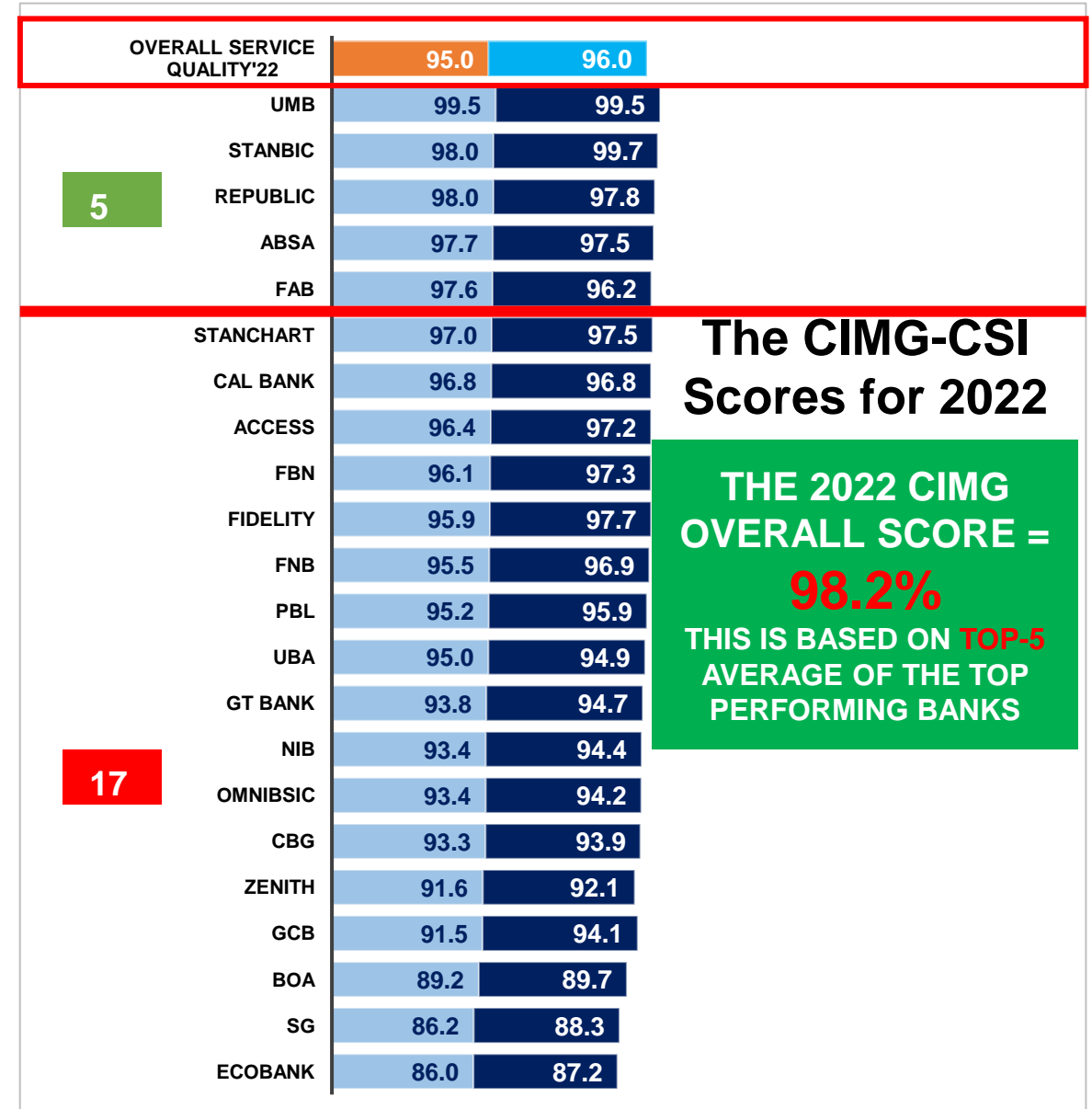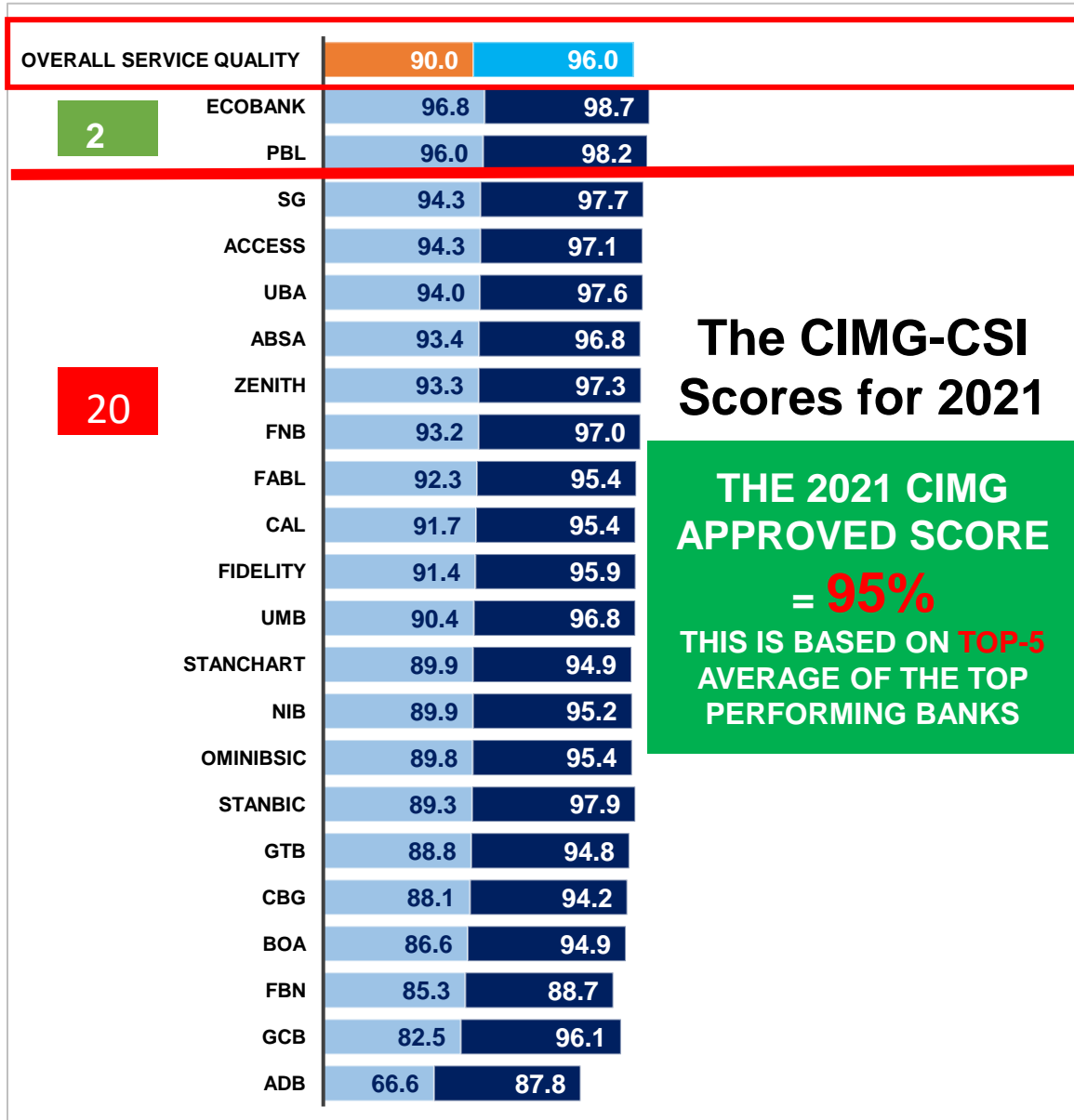| **Service Quality – Remote Banking** 88%	**−1**	**Service Quality – Remote Banking** 89%
Customer Satisfaction – Remote Banking 88%	**−1**	Customer Satisfaction – Remote Banking 89%

CIC

THE CIMG-CSI FRAMEWORK & THE CIMG-CSI SCORES

FOR 2021 & 2022

THE CIMG-CSI FRAMEWORK

Overall Service Quality Score (Top 2 Box Score)

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The CIMG-CSI Scores for 2021

OVERALL SERVICE QUALITY	90.0	96.0
2 ECOBANK	96.8	98.7
PBL	96.0	98.2
SG	94.3	97.7
ACCESS	94.3	97.1
UBA	94.0	97.6
ABSA	93.4	96.8
20 ZENITH	93.3	97.3
FNB	93.2	97.0
FABL	92.3	95.4
CAL	91.7	95.4
FIDELITY	91.4	95.9
UMB	90.4	96.8
STANCHART	89.9	94.9
NIB	89.9	95.2
OMINIBSIC	89.8	95.4
STANBIC	89.3	97.9
GTB	88.8	94.8
CBG	88.1	94.2
BOA	86.6	94.9
FBN	85.3	88.7
GCB	82.5	96.1
ADB	66.6	87.8

THE 2021 CIMG APPROVED SCORE = 95%

THIS IS BASED ON **TOP-5** AVERAGE OF THE TOP PERFORMING BANKS

The CIMG-CSI Scores for 2022

OVERALL SERVICE QUALITY'22	95.0	96.0
UMB	99.5	99.5
STANBIC	98.0	99.7
5 REPUBLIC	98.0	97.8
ABSA	97.7	97.5
FAB	97.6	96.2
STANCHART	97.0	97.5
CAL BANK	96.8	96.8
ACCESS	96.4	97.2
FBN	96.1	97.3
FIDELITY	95.9	97.7
FNB	95.5	96.9
PBL	95.2	95.9
UBA	95.0	94.9
GT BANK	93.8	94.7
NIB	93.4	94.4
17 OMNIBSIC	93.4	94.2
CBG	93.3	93.9
ZENITH	91.6	92.1
GCB	91.5	94.1
BOA	89.2	89.7
SG	86.2	88.3
ECOBANK	86.0	87.2

THE 2022 CIMG OVERALL SCORE = 98.2%

THIS IS BASED ON **TOP-5** AVERAGE OF THE TOP PERFORMING BANKS

Overall Service Quality Score

BASED 2021 INDEX OF 95%
ONLY **2 BANKS** SCORED ABOVE THRESHOLD OF
95%

Overall Service Quality Score

BASED 2022 INDEX OF 98%
ONLY 5 BANKS SCORED ABOVE THRESHOLD OF

98%

Thank you