

GH-CSI REPORT 2024

CIMG Research Findings
September 2025

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01

Context



Background

- GH-CSI is an annual survey commissioned in 2021 by the CIMG to establish a customer satisfaction index score for the banking industry.
- This report presents the 4th wave for consumer banking and 3rd wave for business banking.
- The report shows the year-on-year comparative analysis of the;
 - Industry performance and;
 - Performance of individual banks

Broad Aims

1. To measure the levels of Service Quality, Customer Satisfaction and Customer Loyalty for 2024 and compare same with previous performances
2. To establish the 2024 Index and compare same with previous indices



Specific objectives:

01

Measure the levels of service quality, customer satisfaction and customer loyalty for Banking Services

02

Compare the levels of service quality, customer satisfaction, and customer loyalty for 2021, 2022, 2023 and 2024

03

Compute the 2024 index and compare same with 2023, 2022 & 2021.

04

Measure the Net Promoter Score (NPS) for 2024 and compare same with 2023, 2022 & 2021 scores



Key Stakeholders





Definition of the Six Dimensions

An adaptation of
SERVPERF, E-S-
QUAL and
Ebankqual models



1. **SERVPERF (Cronin, J.J & Taylor, S. 1992)**
2. **E-S-QUAL (Parasuraman, A., et al., 2005)**
3. **Ebankqual Model - (Kumbhar, V. M., 2021)**



Scale Items

SERVICE QUALITY

A total of 36 questions on Service Quality were adopted, comprising:

- Tangibility – 6 questions
- Reliability – 7 questions
- Responsiveness – 5 questions
- Assurance – 4 questions
- Empathy – 6 questions
- Ease of Use – 8 questions

CUSTOMER SATISFACTION

A single question was used to solicit responses from respondents

CUSTOMER LOYALTY –

The questions on Customer Loyalty were:

- Behavioural Loyalty - 6 questions
- Emotional Loyalty - 8 questions

1. Dehghan, A. and A. Shahin (2011),
2. Tee, K. D. (2019)



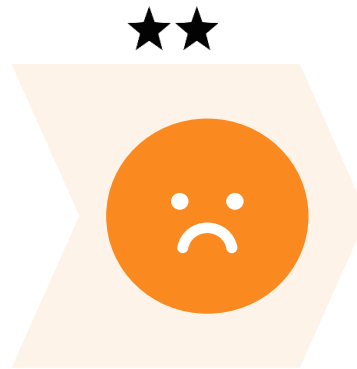
Star Rating



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

02

Methodology



Research Design

- Quantitative research design

Target;

- Existing customers of universal banks in Ghana
- Current active bank account holders
- Performed 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.



Data Collection

- Instrumentation: Questionnaire survey

Approach;

- Consumer Banking
 - Intercept (face-to-face interviews)
 - Customers were engaged post-consumption
- Business Banking
 - Telephone interview
 - Banks provided database.
- Data was collected electronically via mobile devices.
- Data Analysis: Descriptive, EFA



Population & Sample Size

- Sampling Approach - Quota and systematic sampling
- Consumer Banking - 3,150
 - 150 per each bank across 5 branches of the bank (i.e., 30 interviews per branch)
- Business Banking - 2,100
 - 100 per each bank

NB: Access and Republic opted out of this year's study.



Fieldwork

Fieldwork was conducted between December 2nd, 2024, to January 31st, 2025

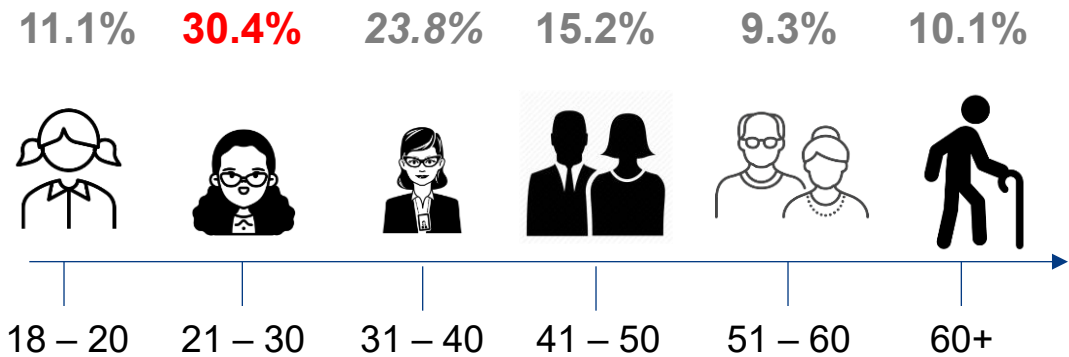
03 Consumer Banking

**Level of Service Quality,
Satisfaction & Loyalty**

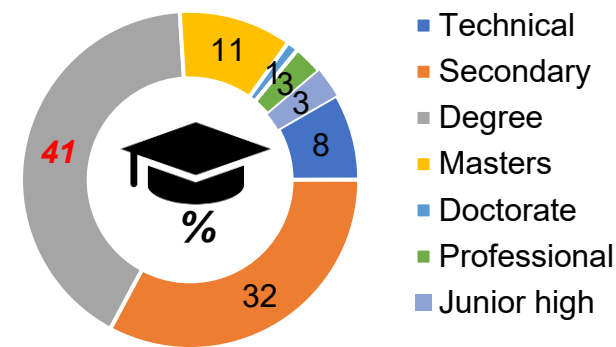
Gender



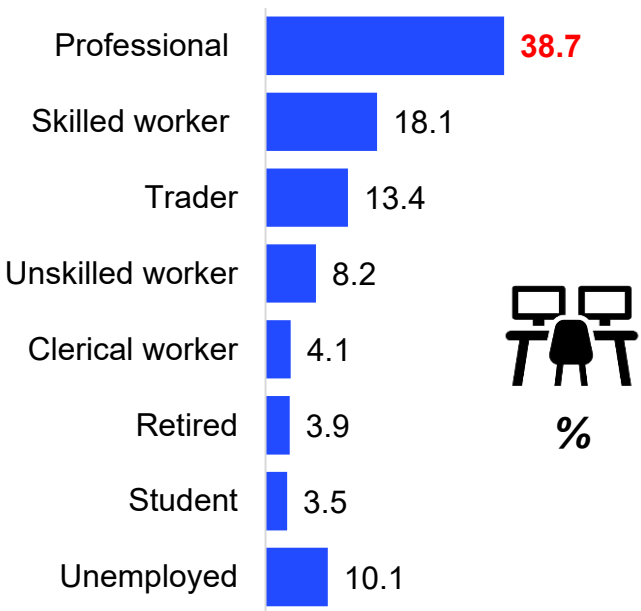
Age Group



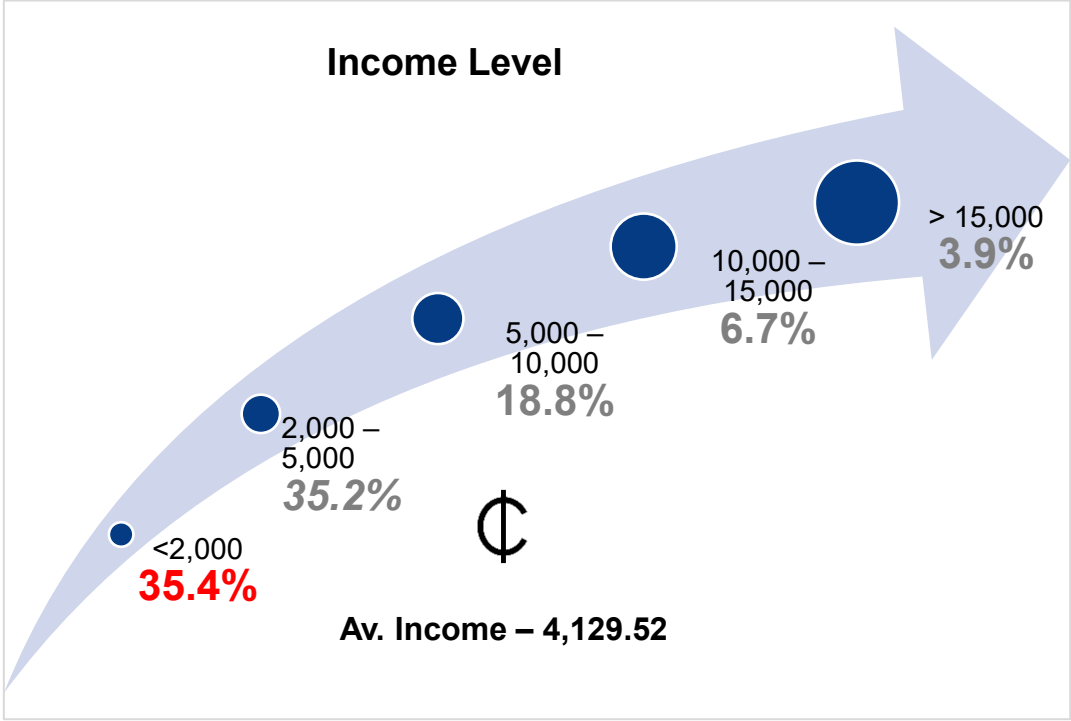
Level of Education



Employment Status

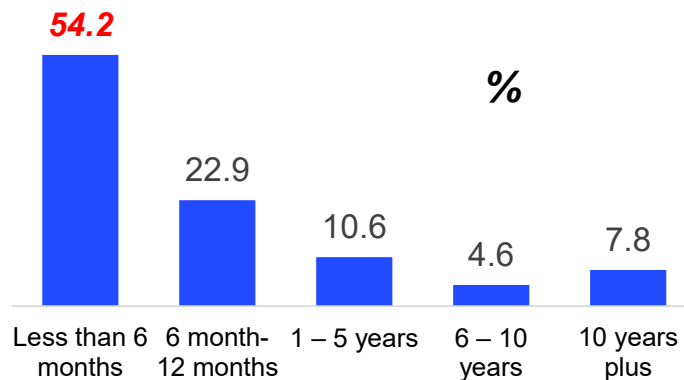


Income Level

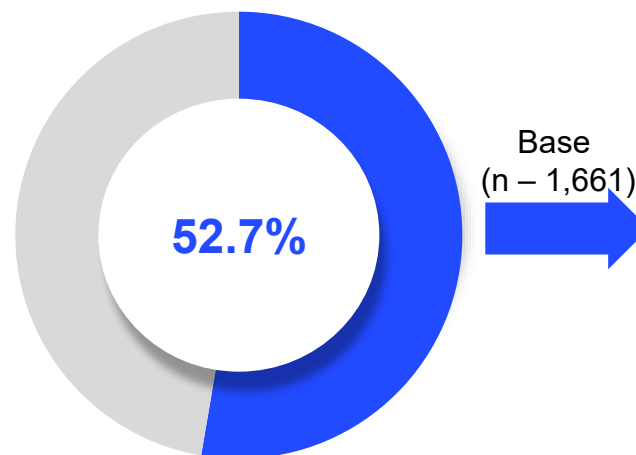




Duration of relations with the Primary Bank



Do you save with other Banks?



Top 10 banks, customers save with aside their primary bank



Account Type



75.2%
Savings



33.8%
Current



3.1%
Investment

Banking Services Patronised



59.3%
Traditional Banking

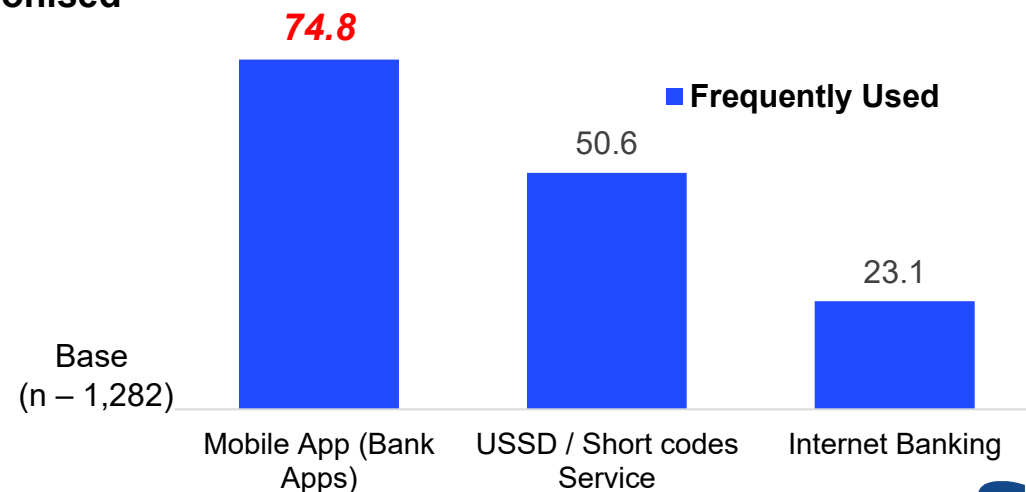


8.3%
Remote Banking



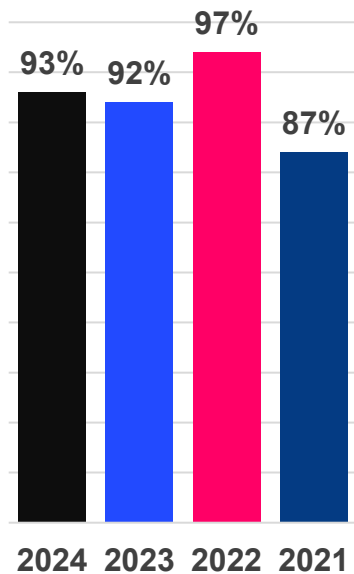
32.4%
Both

Type of Remote Banking Services Used





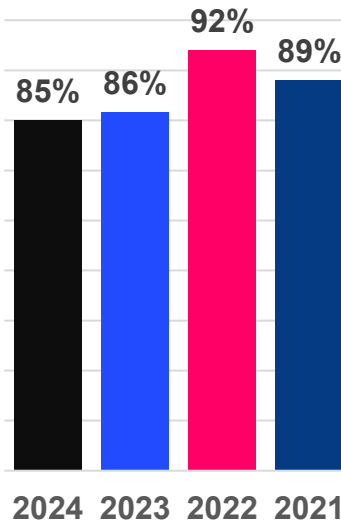
Tangibles



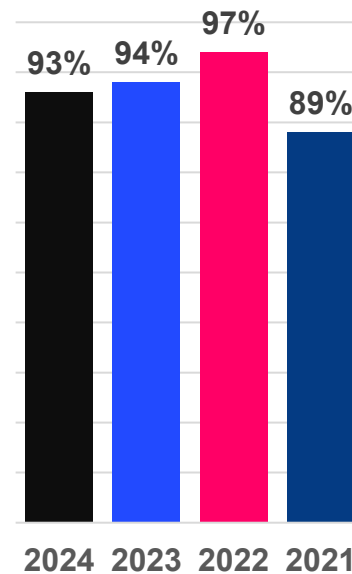
Reliability



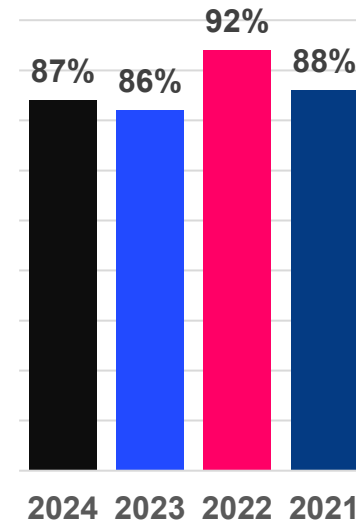
Responsiveness



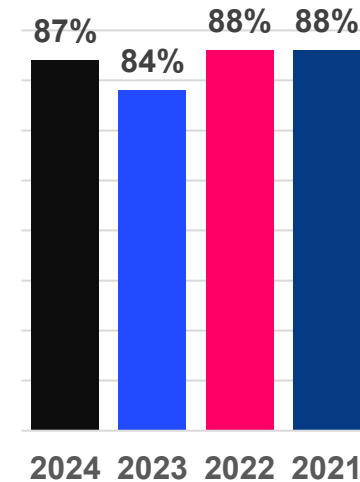
Assurance



Empathy



Ease of Use

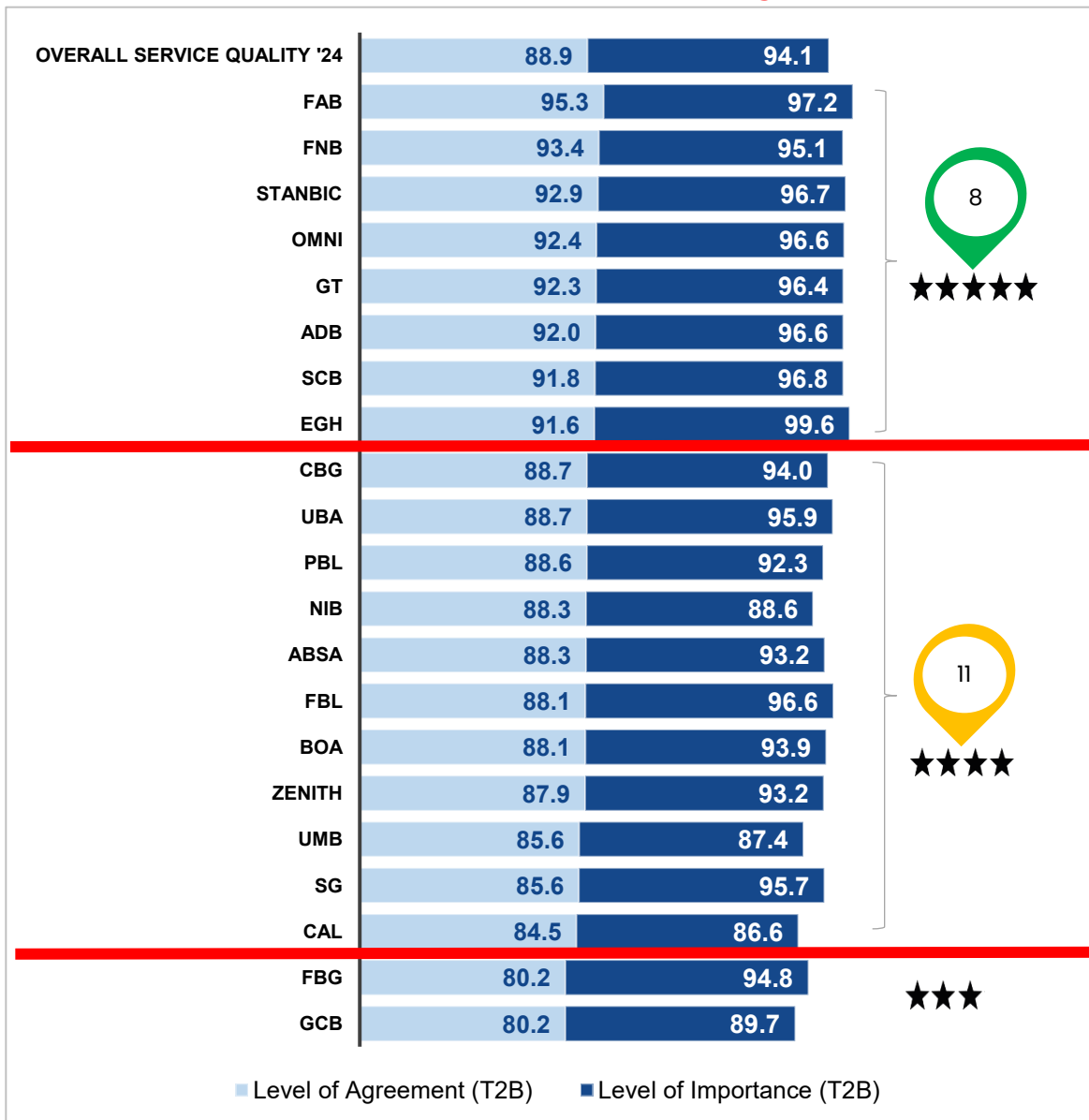


Total Service Quality





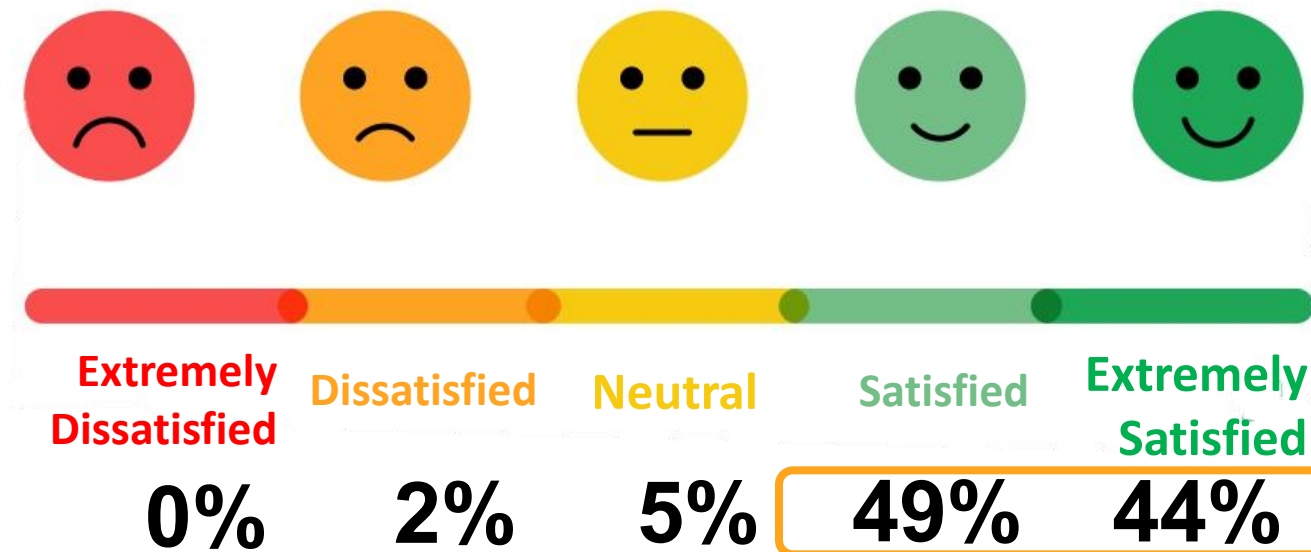
Overall Service Quality



Banks	2024 T2B/%	2023 T2B/%	2022 T2B/%	2021 T2B/%
Overall	88.9 ↗	88.9	94.5	89.9
ABSA	88.3 ↗	88.4	97.7	93.4
ADB	92.0 ↗	91.8	-	66.6
Access	-	91.4	96.4	94.3
BOA	88.1 ↗	85.2	89.2	86.6
CAL	84.5 ↘	92.3	96.8	91.8
CBG	88.7 ↗	88.6	93.5	88.1
EGH	91.6 ↗	90.8	86.1	96.8
OMNI	92.4 ↗	92.2	93.8	89.9
PBL	88.6 ↘	90.5	95.4	96.0
SG	85.6 ↗	78.4	86.4	94.3
FBL	88.1 ↘	90.7	96.0	91.4
GCB	80.2 ↘	85.8	91.8	82.5
Stanbic	92.9 ↗	92.1	97.9	89.3
UBA	88.7 ↗	86.3	95.1	94.0
GT	92.3 ↗	85.8	93.8	88.8
FBG	80.2 ↘	95.4	96.3	85.3
RBL	-	90.9	98.0	-
SCB	91.8 ↗	85.1	97.1	89.9
FNB	93.4 ↗	83.2	95.5	93.2
NIB	88.3 ↘	88.5	93.7	89.9
FAB	95.3 ↗	91.3	97.5	92.3
ZENITH	87.9	-	91.6	93.3
UMB	85.6 ↘	89.5	99.6	90.4



Customer Satisfaction for Consumer Banking - 2024



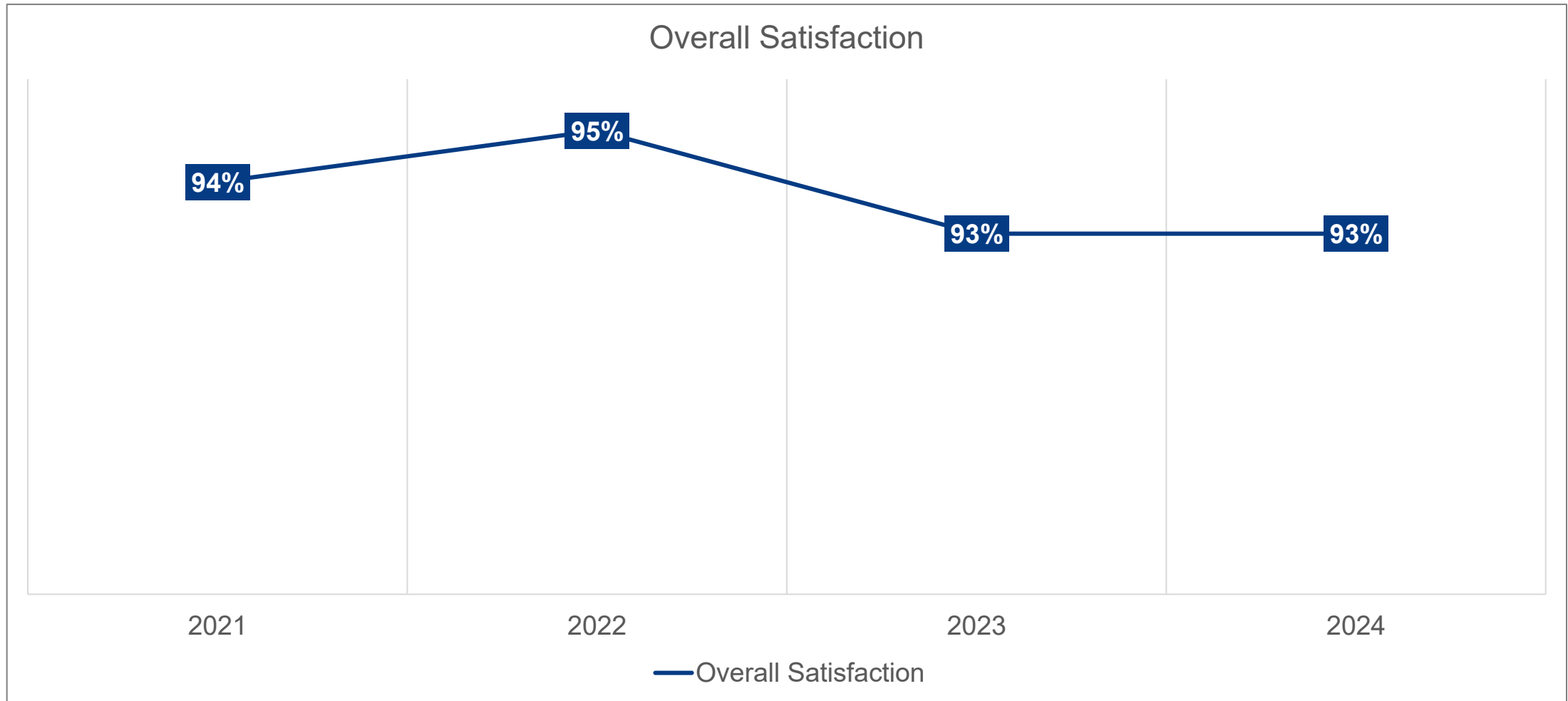
93%

Overall Satisfaction
with traditional banking





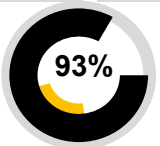
Customer Satisfaction for Consumer Banking – 2021 - 2024



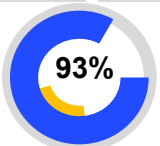


Overall Customer Satisfaction

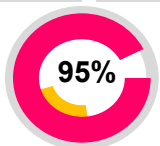
Overall Satisfaction



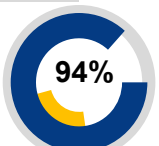
2024



2023



2022



2021

- ABSA
- Access
- BOA
- CAL
- CBG
- EGH
- OMNI
- PBL
- SG
- FBL
- GCB
- Stanbic
- UBA
- GT
- FBG
- RBL
- SCB
- FNB
- NIB
- ADB
- Zenith
- FAB
- UMB

92.4	9
-	
94.3	
91.0	
95.5	
96.1	9
92.8	
94.1	
96.0	9
90.0	
89.4	
95.0	
94.4	
89.9	
86.4	
-	
95.5	
91.2	
95.3	
94.3	
94.0	
97.3	
95.2	

9

9

89.3
84.0
94.0
96.0
97.3
86.7
98.7
99.3
88.7
93.3
90.7
86.7
92.0
85.3
96.0
95.3
92.7
90.0
96.0
-
92.0
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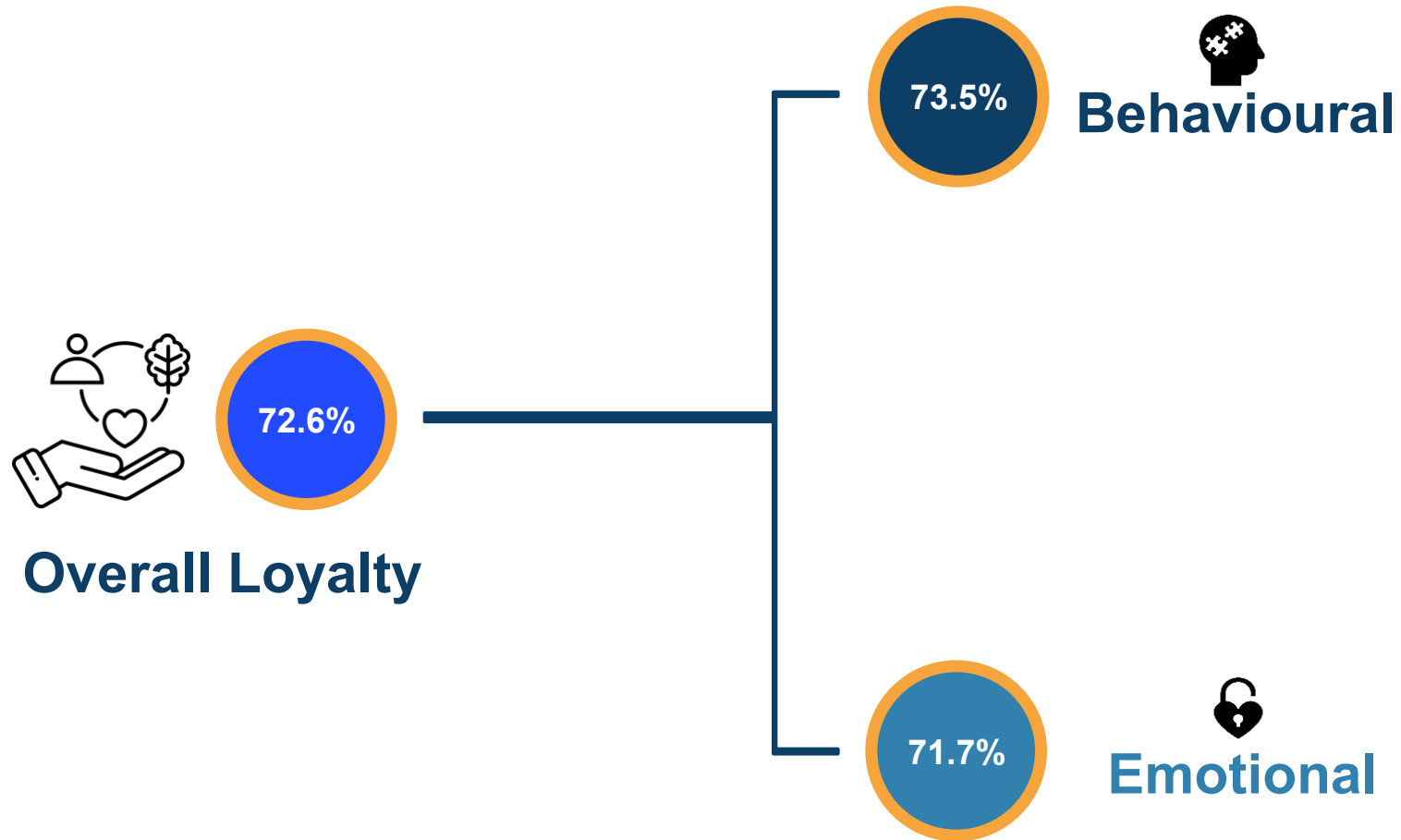
96
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77
95
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97

**Consumer
Banking**

Customer Loyalty

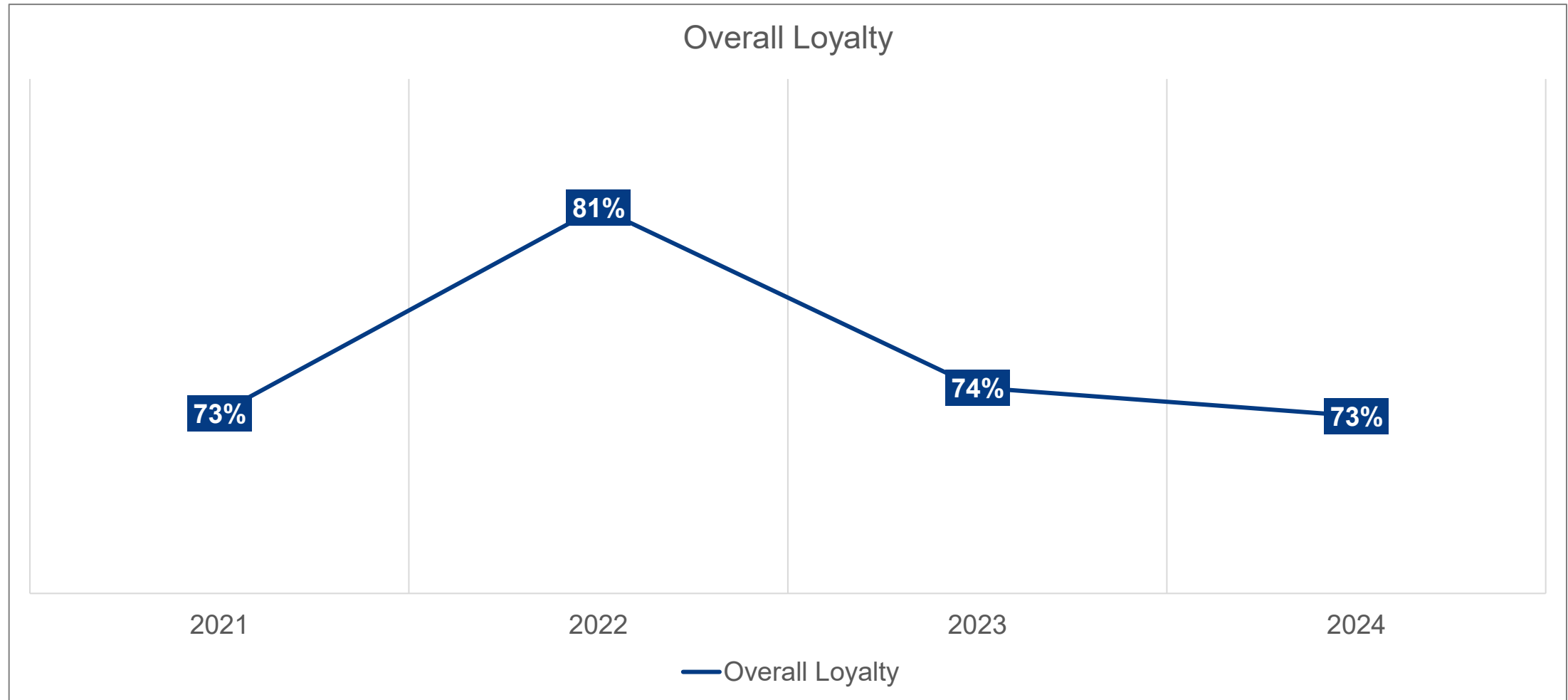


Customer Loyalty - 2024





Customer Loyalty for Consumer Banking – 2021 - 2024

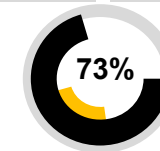


[Context](#)[Methodology](#)[Snapshot](#)[Consumer Banking \(CB\)](#)[Advocacy – NPS \(CB\)](#)[Business Banking \(BB\)](#)[Advocacy – NPS \(BB\)](#)[Framework](#)

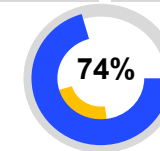
Overall Customer Loyalty

OVERALL CUSTOMER LOYALTY '24			★★★
FAB	86.9	3	★★★★
CAL	83.9		
STANBIC	82.5		
SCB	78.4	8	★★★★
ADB	77.9		
UMB	77.1		
BOA	76.5		
EGH	76.5		
CBG	74.2		
UBA	72.9		
GT	71.3		
FBL	70.9	10	★★
ABSA	70.4		
FNB	69.7		
FBG	69.1		
ZENITH	67.8		
OMNI	67.7		
GCB	66.6		
PBL	62.8		
SG	62.7		
NIB	59.3		

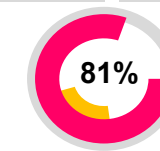
Overall Customer Loyalty



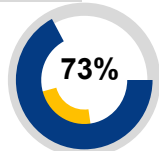
2024



2023



2022



2021

	ABSA	70.4	↓	79	81	77
	Access	-		74	90	79
	BOA	76.5	↑	69	77	68
	CAL	83.9	↑	78	73	74
	CBG	74.2	↑	69	78	67
	EGH	76.5	↓	81	67	85
	OMNI	67.7	↓	79	79	72
	PBL	62.8	↓	79	82	79
	SG	62.7	↑	61	80	75
	FBL	70.9	↓	74	89	77
	GCB	66.6	↓	71	80	76
	Stanbic	82.5	↑	77	78	72
	UBA	72.9	↑	71	75	80
	GT	71.3	↑	71	81	71
	FBG	69.1	↓	86	75	56
	RBL	-		78	87	-
	SCB	78.4	↑	62	85	76
	FNB	69.7	↑	62	95	73
	NIB	59.3	↓	66	74	75
	ADB	77.9	↑	74	-	52
	Zenith	67.8		-	76	81
	FAB	86.9	↑	77	86	77
	UMB	77.1	↓	75	86	72

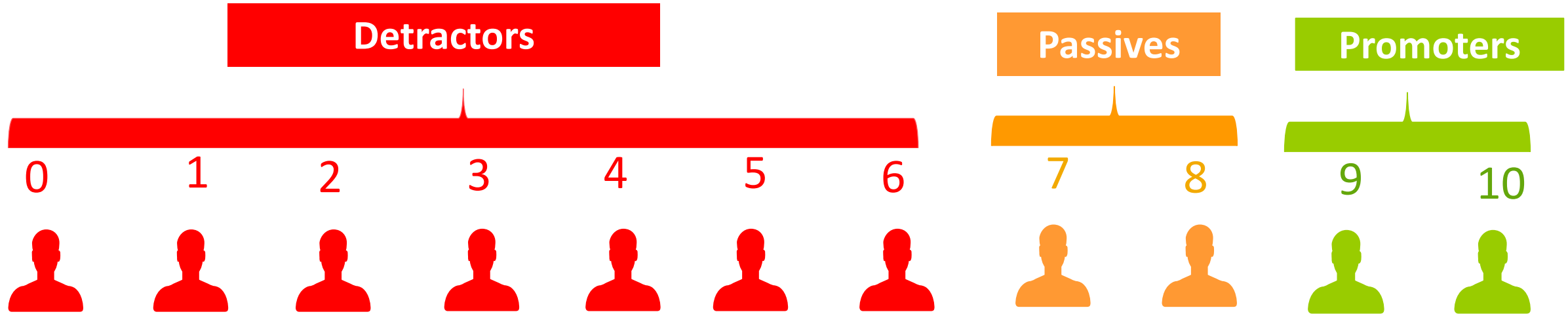
10 ↑

9 ↓

04

**Net Promoter Score
(Consumer Banking)**

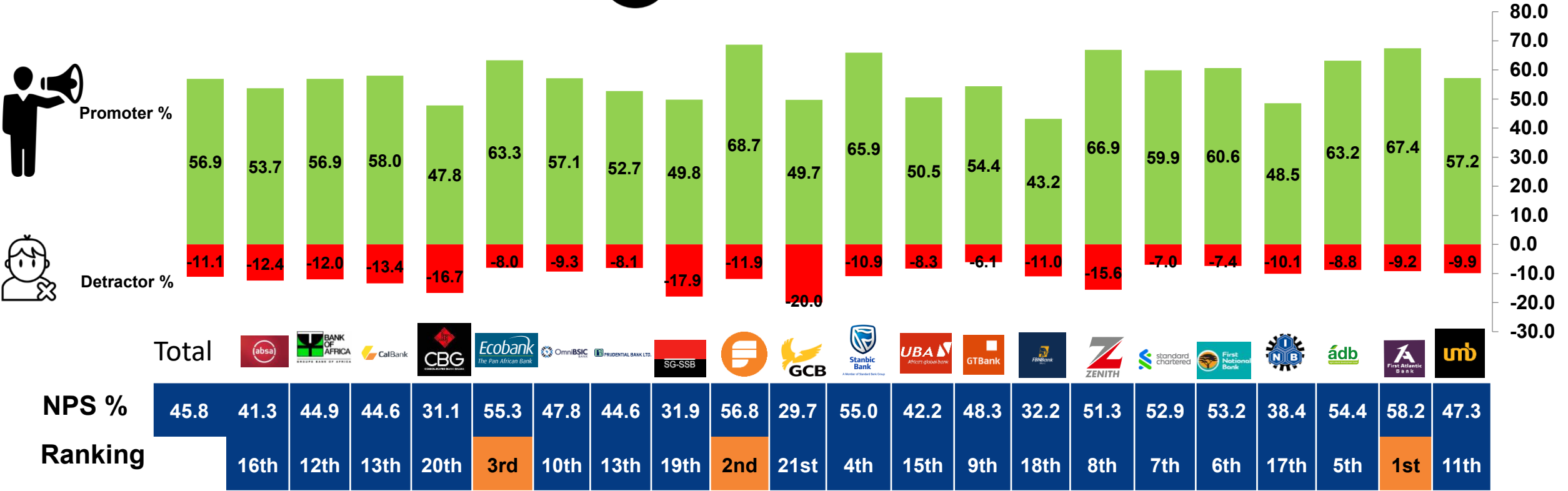
How we determine the Net Promoters



Net Promoter Score – Calculation

- The calculation is based on percents (%)
- 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 - 2024



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

Promoters

Net Promoter score =

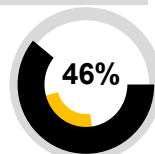
Likely to Recommend

Unlikely to Recommend

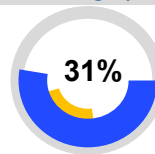
Detractors



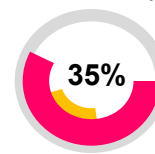
Overall NPS →



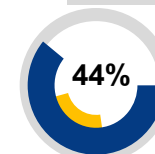
2024



2023



2022



2021

	ABSA	41.3 ↗	37	35	36
	Access	-	27	36	60
	BOA	44.9 ↗	25	48	38
	CAL	44.6 ↗	37	53	46
	CBG	31.1 ↘	35	23	22
	Ecobank	55.3 ↗	48	62	73
	OmniBSIC	47.8 ↗	35	34	23
	PBL	44.6 ↗	30	79	77
	SG	31.9 ↗	0	11	36
	Fidelity	56.8 ↗	30	77	63
	GCB	29.7 ↘	37	13	34
	Stanbic	55.0 ↗	33	51	38
	UBA	42.2 ↗	40	26	37
	GT	48.3 ↗	41	16	49
	FBG	32.2 ↘	48	35	12
	RBL	-	17	14	-
	SCB	52.9 ↗	13	67	54
	FNB	53.2 ↗	10	48	59
	NIB	38.4 ↗	25	24	41
	ADB	54.4 ↗	41	-	-4
	Zenith	51.3	-	37	51
	FAB	58.2 ↗	41	32	59
	UMB	47.3 ↗	26	25	49

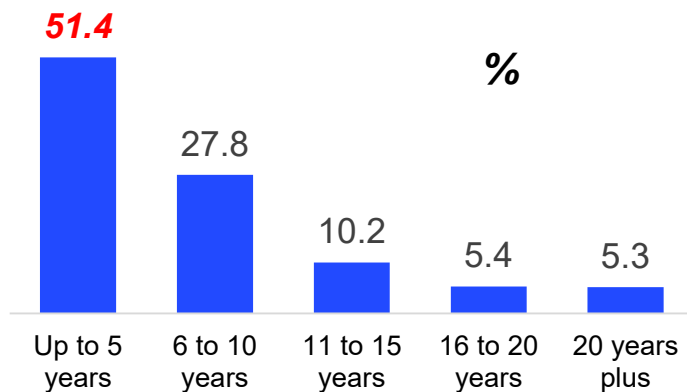
↗ Increase ↘ Decline

05 Business Banking

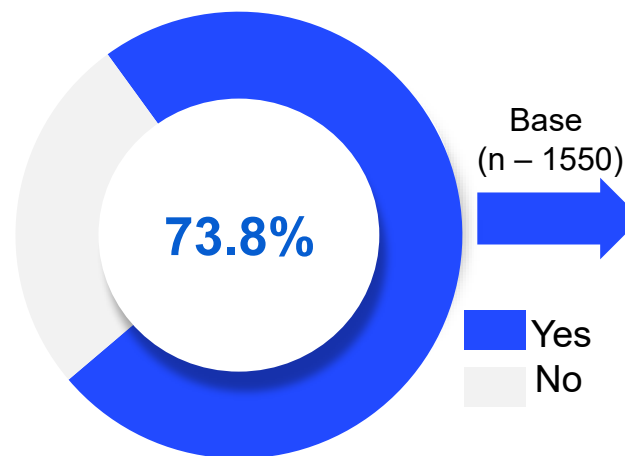
**Level of Service Quality,
Satisfaction & Loyalty**



Duration of relations with Primary Bank



Do you have accounts with other Banks?



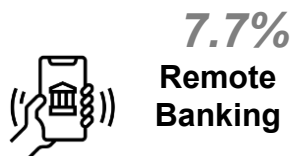
Top 10 banks, customers save with aside their main bank



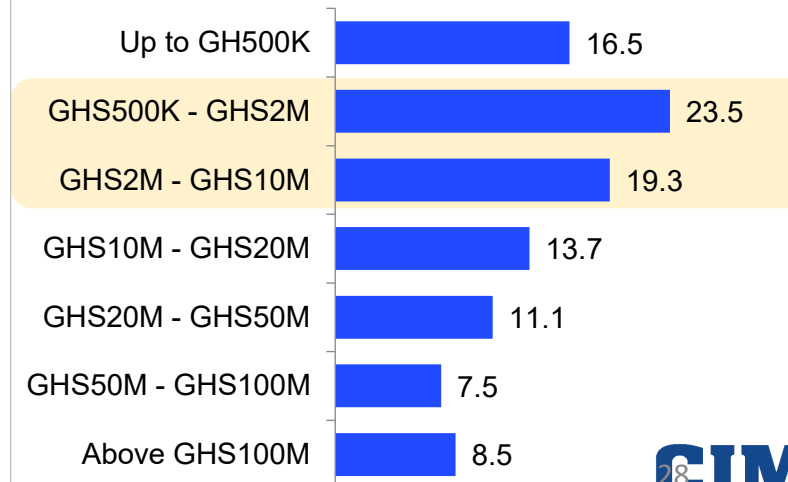
Products Patronised



Banking Services Patronised



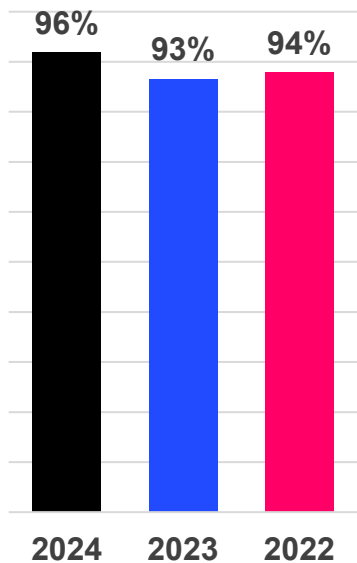
Annual Turnover



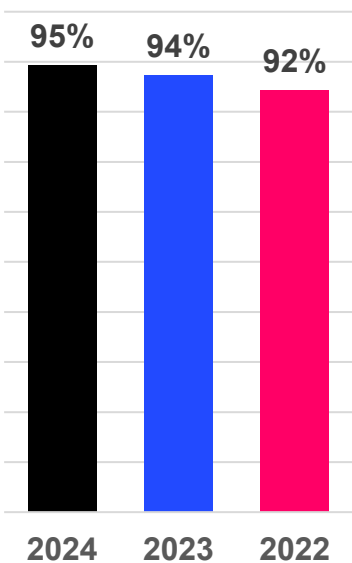
Business Banking Key Findings



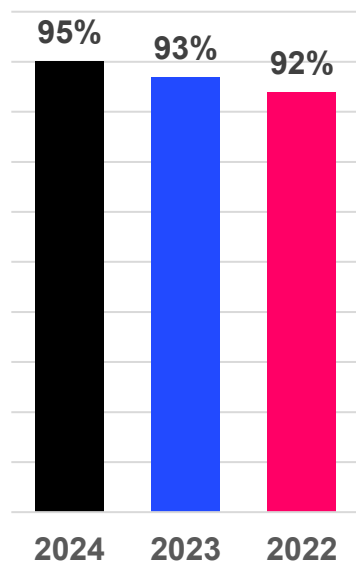
Tangibles



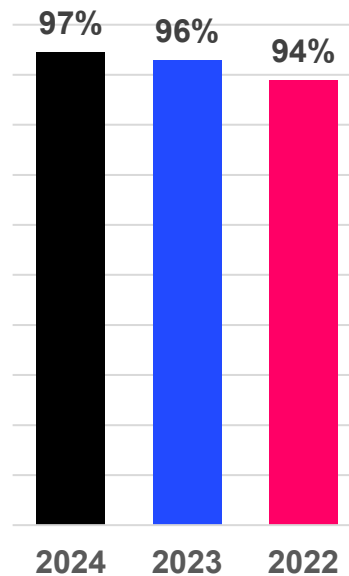
Reliability



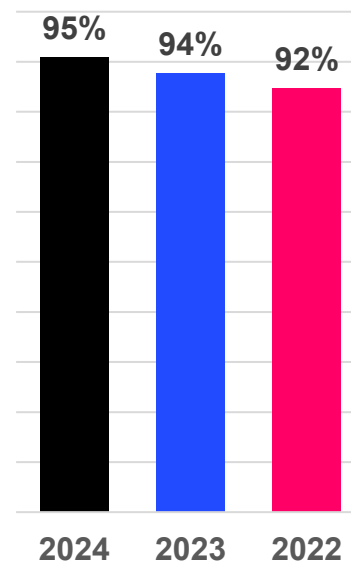
Responsiveness



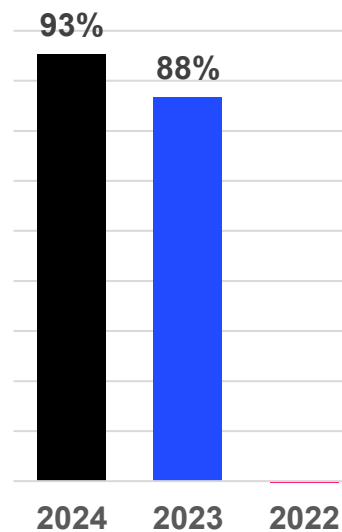
Assurance



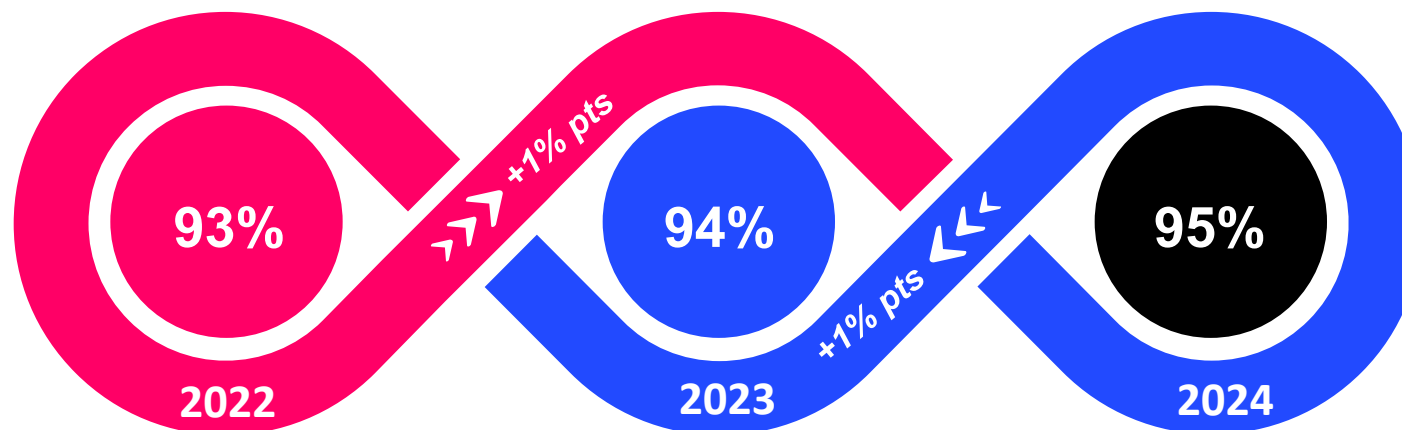
Empathy



Ease of Use

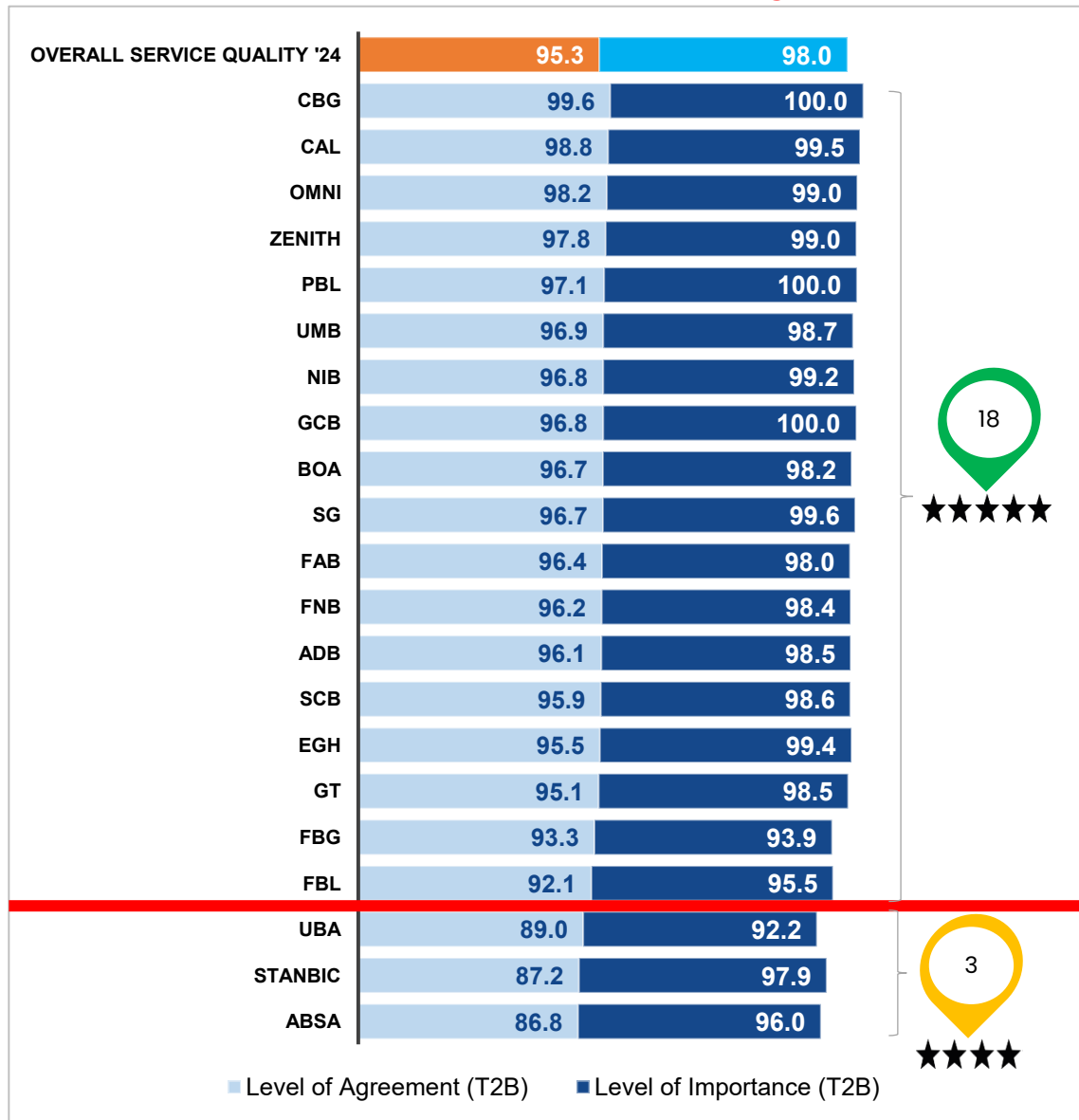


Total Service Quality Score





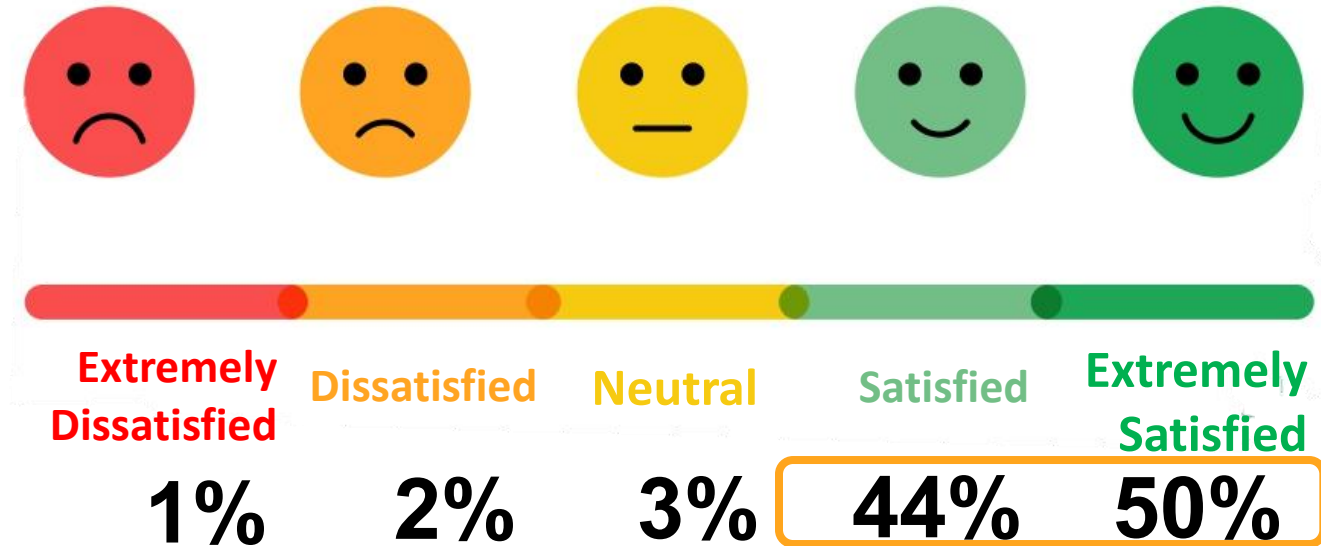
Overall Service Quality



Banks	2024 T2B/%	2023 T2B/%	2022 T2B/%
Overall	95.3	93.6	92.9
ABSA	86.8	94.3	82.3
ADB	96.1	98.2	-
Access	-	97.5	99.6
BOA	96.7	91.9	88.8
CAL	98.8	92.0	100
CBG	99.6	97.1	92.2
EGH	95.5	96.6	95.7
OMNI	98.2	99.2	97.6
PBL	97.1	92.8	98.6
SG	96.7	93.3	95.2
FBL	92.1	86.8	73.0
GCB	96.8	89.9	84.3
Stanbic	87.2	87.8	99.8
UBA	89.0	95.2	96.2
GT	95.1	91.9	92.0
FBG	93.3	95.8	98.1
RBL	-	88.6	86.0
SCB	95.9	97.1	99.2
FNB	96.2	93.9	99.0
NIB	96.8	97.1	95.5
FAB	96.4	96.9	92.2
ZENITH	97.8	-	90.7
UMB	96.9	87.3	88.3



Customer Satisfaction for Business Banking - 2024



94%

Overall Satisfaction
with traditional banking



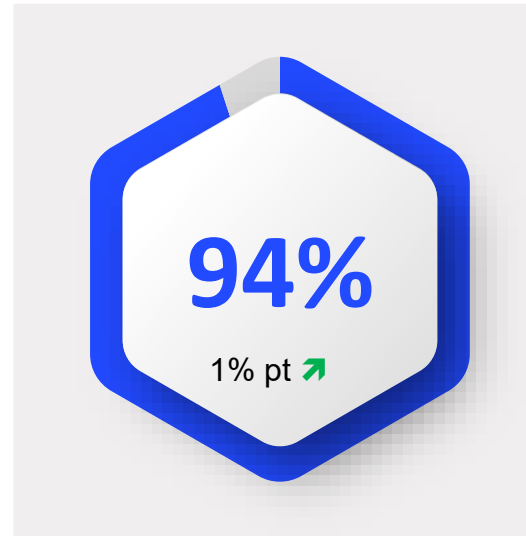


Customer Satisfaction for Business Banking – 2022 - 2024

2024



2023



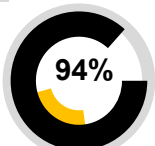
2022



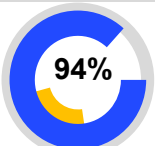


Overall Customer Satisfaction

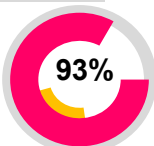
Overall Satisfaction →



2024



2023



2022

Overall Customer Satisfaction '24		
	93.6	★★★★★
CAL	100.0	16 ★★★★★
Omni	99.2	
GCB	98.7	
CBG	98.3	
BOA	98.1	
ZENITH	97.1	
FAB	96.9	
SCB	96.7	
SG	96.6	
FNB	96.1	
GT	95.9	
ADB	95.9	
FBG	95.9	
FBL	95.6	
EGH	93.4	
PBL	91.0	
NIB	90.2	4 ★★★★
UMB	87.6	
STANBIC	84.6	
ABSA	81.4	
UBA	76.9	

	ABSA
	Access
	BOA
	CAL
	CBG
	EGH
	OMNI
	PBL
	SG
	FBL
	GCB
	Stanbic
	UBA
	GT
	FBG
	RBL
	SCB
	FNB
	NIB
	ADB
	Zenith
	FAB
	UMB

81.4
-
98.1
100
98.3
93.4
99.2
91.0
96.6
95.6
98.7
84.6
76.9
95.9
95.9
-
96.7
96.1
90.2
95.9
97.1
96.9
87.6

10↑

10↓

100
100
95
85
96
97
93
99
79
88
98
83
96
96
99
93
88
98
98
96
-
-
94
96

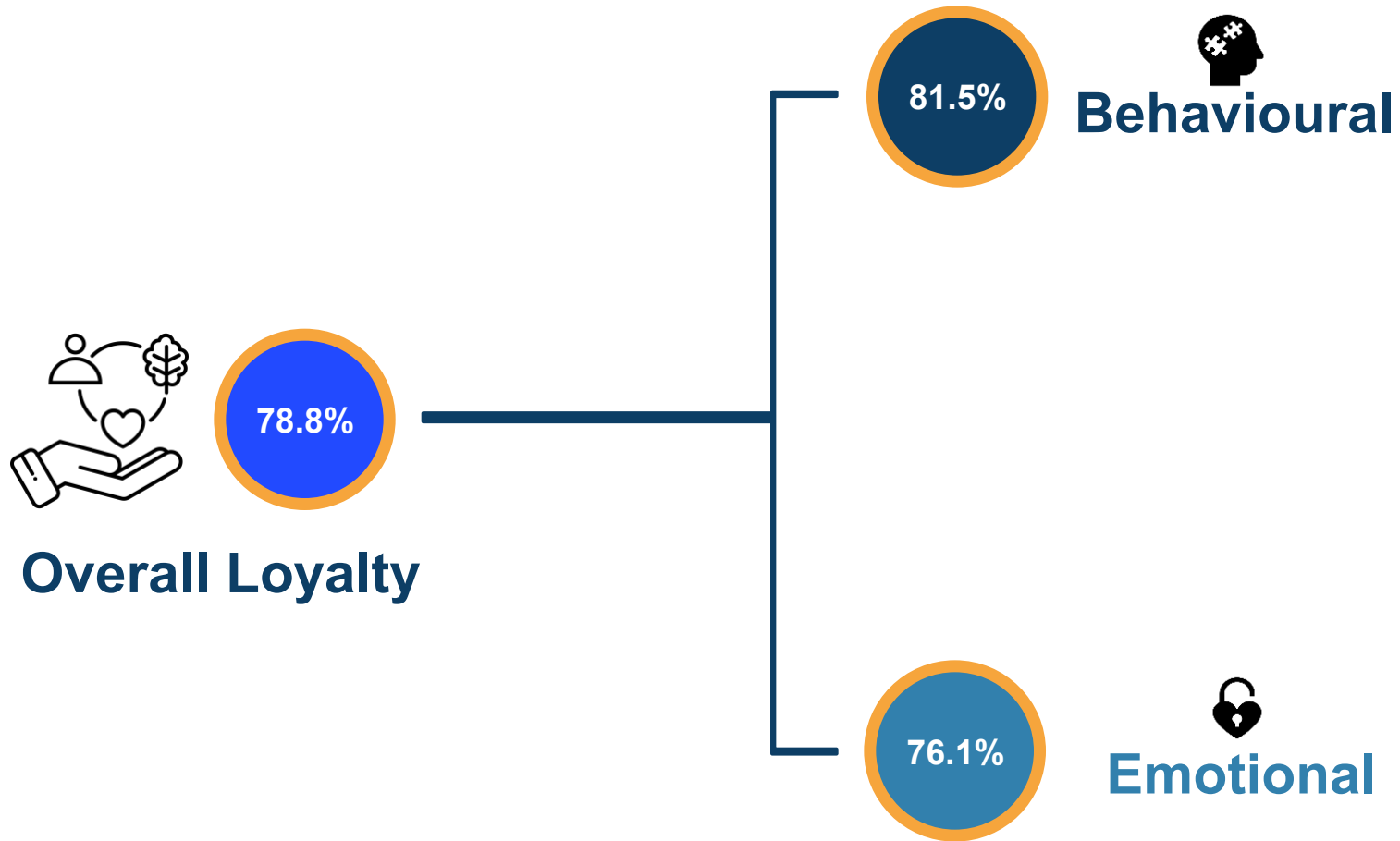
86
91
98
100
96
98
93
98
91
70
82
99
96
94
94
85
97
94
96
-
97
92
91

**Consumer
Banking**

Customer Loyalty



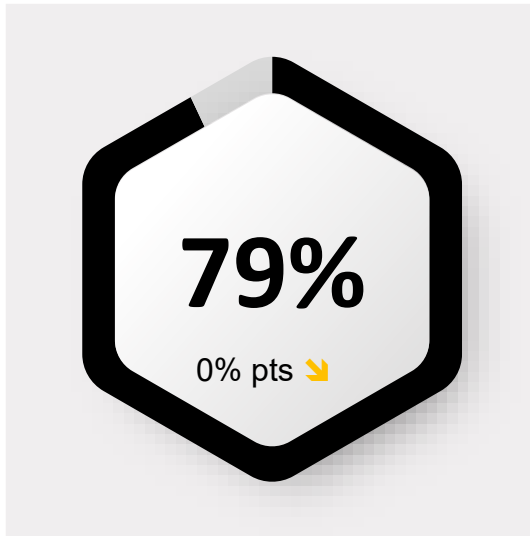
Customer Loyalty - 2024



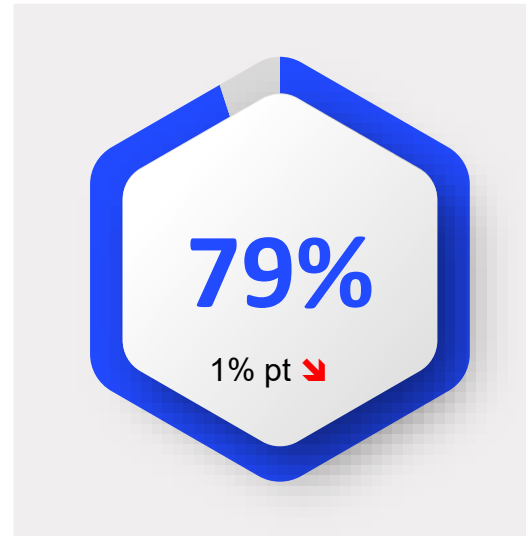


Customer Loyalty for Business Banking – 2022 - 2024

2024



2023



2022

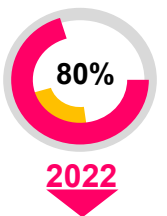
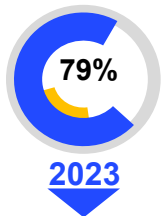
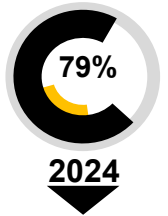




Overall Customer Loyalty

OVERALL CUSTOMER LOYALTY '24			★★★
FBG	90.1	11 ★★★★	
OMNI	90.1		
FBL	88.6		
UMB	84.5		
UBA	84.5		
FAB	84.3		
BOA	84.3		
CAL	82.9		
NIB	82.4		
CBG	82.4		
ADB	82.3		
ABSA	80.5	10 ★★★★	
FNB	80.1		
GCB	80.1		
GT	78.6		
PBL	78.6		
SCB	78.4		
SG	77.3		
STANBIC	73.4		
ZENITH	73.1		
EGH	73.1		

Overall Customer Loyalty →



	ABSA
	Access
	BOA
	CAL
	CBG
	EGH
	OMNI
	PBL
	SG
	FBL
	GCB
	Stanbic
	UBA
	GT
	FBG
	RBL
	SCB
	FNB
	NIB
	ADB
	Zenith
	FAB
	UMB

80.5
-
84.3
82.9
82.4
73.1
90.1
78.6
77.3
88.6
80.1
73.4
84.5
78.6
90.1
-
78.4
80.1
82.4
82.3
73.1
84.3
84.5

10

10

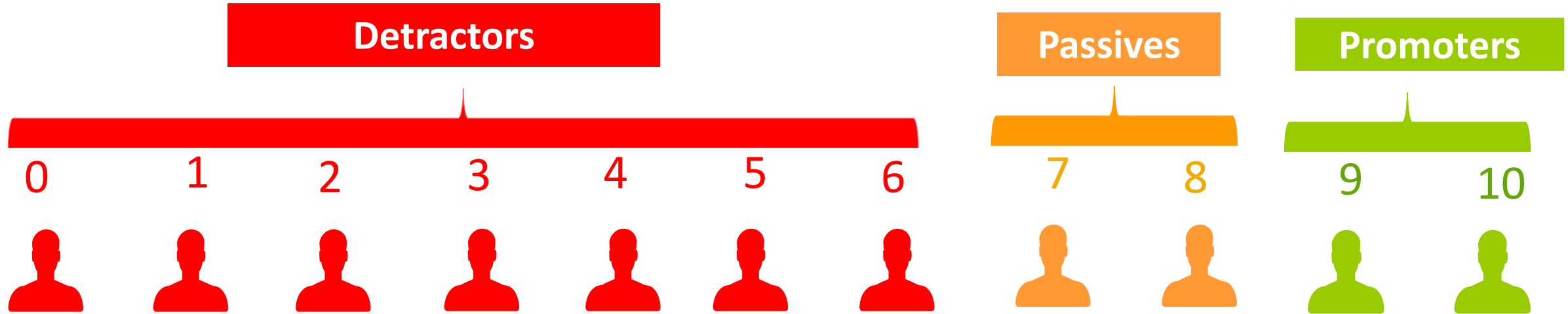
85.2
86.1
85.6
87.7
86.1
78.3
85.1
84.2
72.4
73.9
74.8
67.9
79.6
78.7
81.0
66.6
81.1
73.6
84.8
84.6
-
76.2
72.1

70.4
83.8
79.6
94.1
82.0
84.1
90.4
94.9
82.5
63.4
48.9
87.3
78.6
77.4
82.6
69.3
84.9
88.4
87.6
-
67.9
88.4
77.8

05

**Net Promoter Score
(Business Banking)**

How we determine the Net Promoters



Net Promoter Score – Calculation

- The calculation is based on percents (%)
- 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 - 2024



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

Net Promoter score =

Promoters

Likely to Recommend

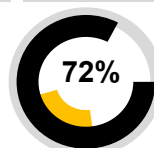
 -

Detractors

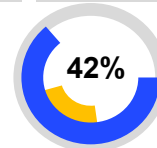
Unlikely to Recommend

[Context](#)[Methodology](#)[Snapshot](#)[Consumer Banking \(CB\)](#)[Advocacy – NPS \(CB\)](#)[Business Banking \(BB\)](#)[Advocacy – NPS \(BB\)](#)[Framework](#)

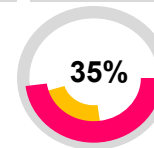
Overall NPS



2024



2023



2022

	ABSA	57.1	28.0	35
	Access	-	40.0	36
	BOA	78.4	38.0	48
	CAL	90.1	48.0	53
	CBG	83.1	70.0	23
	EGH	76.7	59.0	62
	OMNI	86.7	77.0	34
	PBL	72.3	60.0	79
	SG	68.0	21.0	11
	FBL	74.0	31.0	4
	GCB	87.3	30.0	13
	Stanbic	68.4	23.0	51
	UBA	40.8	52.0	26
	GT	67.1	15.0	16
	FBG	70.6	47.0	35
	RBL	-	18.0	14
	SCB	72.1	67.0	67
	FNB	64.7	44.0	48
	NIB	70.9	32.0	24
	ADB	70.9	43.0	-
	Zenith	75.7	-	37
	FAB	72.4	53.0	32
	UMB	72.8	30.0	25

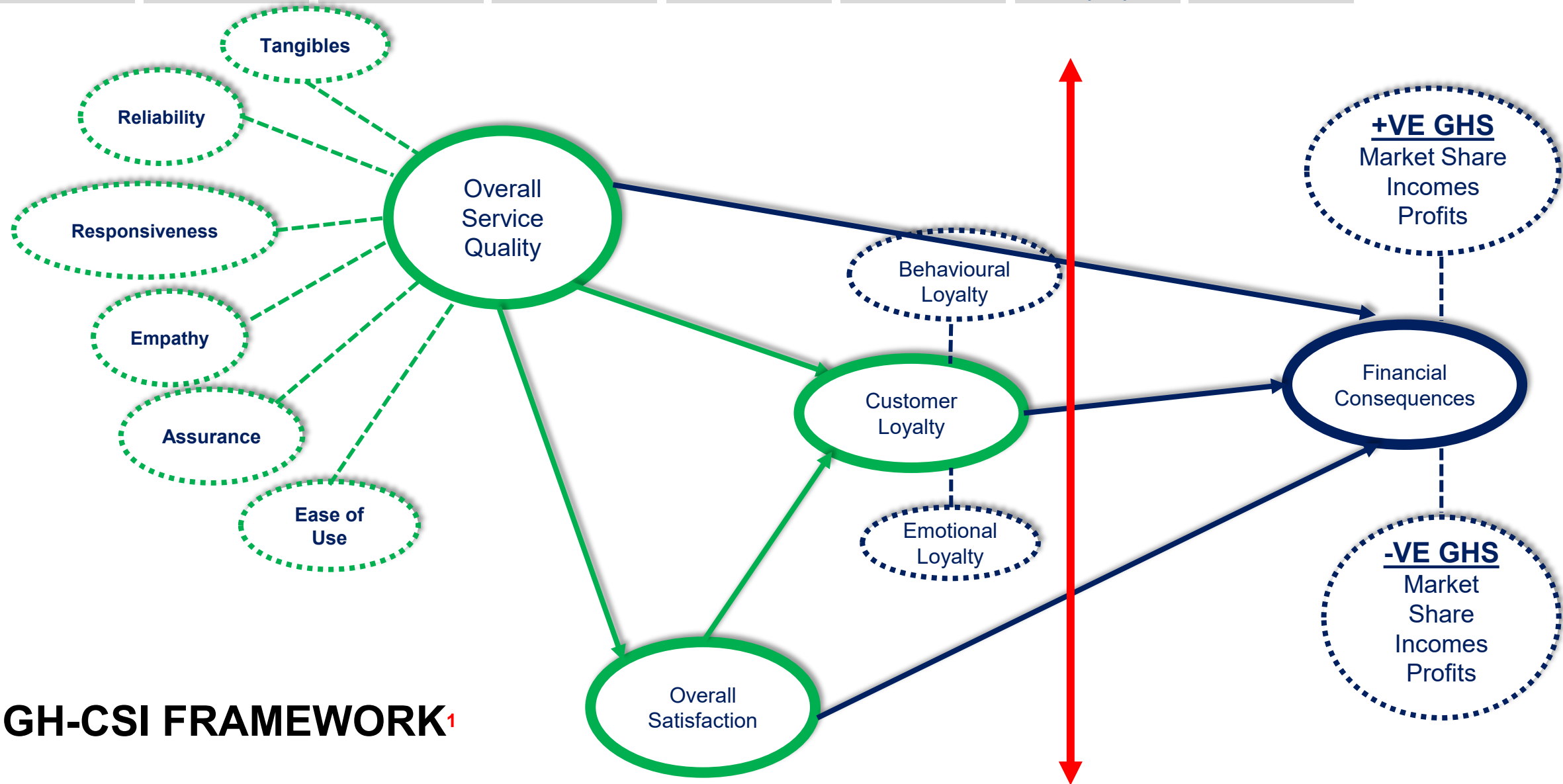
19

1

Increase Decline

07

**GH – CSI
FRAMEWORK &
SCORES (2021-2024)**



GH-CSI FRAMEWORK¹

1. Based on the Behavioural Consequences of service quality by Zeithaml, V. A., et al. (1996)



GH-CSI 2024

93.3%

Consumer Banking

98.3%

Business Banking



Thank you
