

NPS PRISM®

Q1 2024

Europe Banking Benchmarks

NPS Leaders Revealed

NPS Prism®
By Bain & Company

NPSPRISM.COM

Introduction

Gain valuable insights into customer sentiment and loyalty with our Q1 2024 NPS Prism® Europe Banking Leaderboard, offering comprehensive Net Promoter ScoreSM (NPS) metrics based on **141 banks across 10 countries**.

These benchmarks can help Customer Experience, Marketing, and Business Unit leaders measure sentiment trends, identify growth areas, and enhance overall customer relationships. By benchmarking against industry standards and tracking progress over time, leaders can make informed decisions to improve CX and drive business growth.

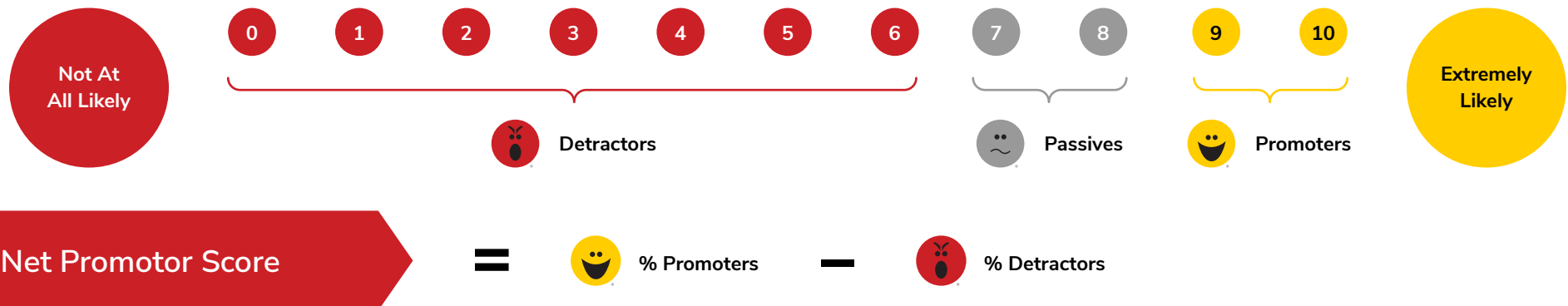
This report can help you answer questions such as:

1. How does my country's consumer banking score range compare to that of others?
2. What's a good overall NPS score for consumer banks in my country?
3. What's considered good in other countries?

Methodology

The methodology behind these scores comes straight from Bain & Company, the creators of NPS. NPS Prism uses a double-blind survey method from thousands of customers to ensure unbiased feedback. A loyalty metric, NPS measures customers' willingness to recommend a company, product, or service on a scale of 0 to 10.

The ultimate question: *How likely are you to recommend [Company] to a friend or colleague?*



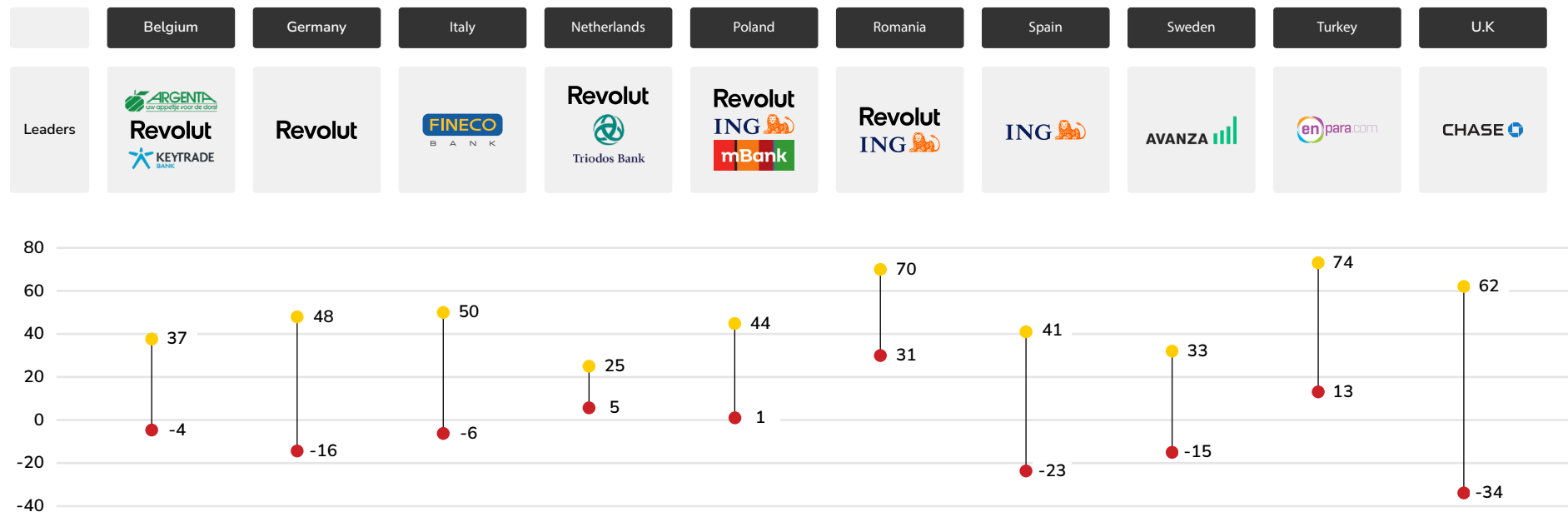
Data Behind the Leaderboard

The leaderboard provides a visualization of the range of average relationship NPS scores from Q1 – Q4 2023*. when no statistically significant difference exists between leaders' NPS scores at 80% confidence level. NPS Prism continuously gathers new survey data every 90 days to capture evolving customer expectations within the industry, ensuring up-to-date insights for decision-making.

*Or subset of available quarters within this period for newly launched countries.

NPS Prism Europe Banking Leaderboard

Consumer Banking: Relationship NPS averages by country (rolling four quarters, Q1-Q4 2023*)



Notes: *Q1-Q4 2023 average NPS used wherever available, otherwise all available quarters within this period used (e.g., for newly launched countries); Multiple logos shown when no statistically significant difference exists between leaders' NPS scores at 80% confidence level; relationship NPS metric shown for all scores; firms considered in the rankings above are required to offer at least one of a current account or a savings account product

Source: NPS Prism (Q1 2023-Q4 2023 or subset of periods available)

Key: ● Leader ● Laggard

Discover more great insights like these at www.NPSPrism.com

Want to stay up to date on the latest leaderboards?

[Subscribe here](#)

Want to see scores for your bank?

NPS Prism can help you unlock the “why” behind episodes within your customer journey to focus on improving the areas that will drive the most satisfaction.



230+
companies across EMEA



190K+
customers surveyed



58
customer journeys within setup, dispute, issues, manage, advice, and transact

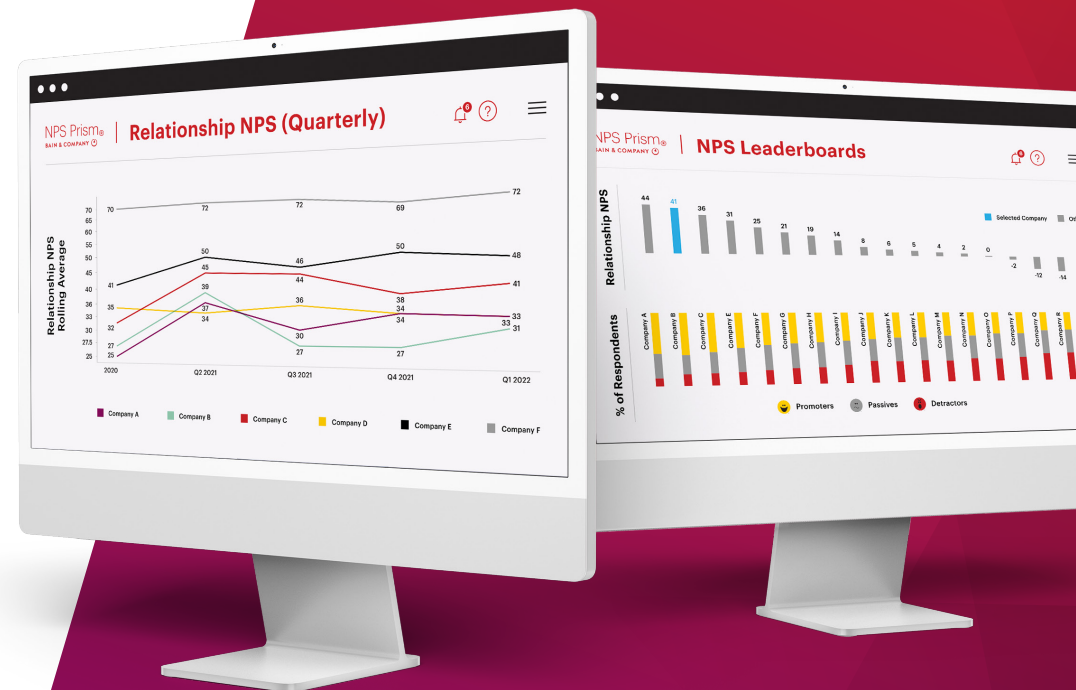
Click below to see your company's data.

Learn the reasons behind your scores, and how you can improve.

[SEE MY SCORES](#)

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