



# DIGITAL

# EXPERIENCE

# INDEX Q1 2019

How Popular Web and Banking  
Sites Rank on Satisfaction and NPS<sup>†</sup>

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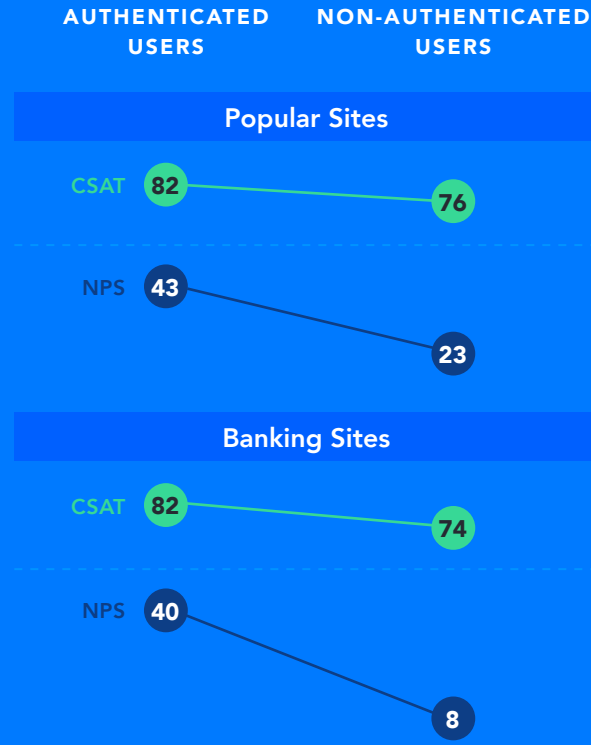
FORESEE

# The State of Digital Experience: Multi-Channel, Personalized, and Authenticated

For our third quarterly Digital Experience Index (DXI) panel survey report, we examined customer satisfaction (CSAT) and Net Promoter Scores<sup>SM</sup> (NPS) for the top 25 most popular sites in the U.S., according to Alexa, and the online experiences of 25 top banks as ranked by the Federal Reserve.

While streaming on Netflix and paying bills on Chase.com are different use cases, one trend holds true across entertainment, banking, retail, social media, and other types of sites: a majority of respondents (65% for popular sites and 80% for banking sites) are authenticated, meaning they are logged in to their accounts, and these people have sharply higher CSAT scores and NPS.

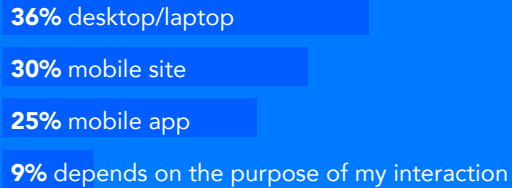
Channel preference also has a big impact on CSAT: on average, satisfaction is two points higher for app users than it is for mobile site users.



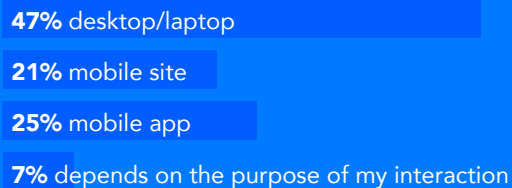
## Digital channel preferences

When asked which digital device they prefer when engaging with a brand, respondents indicated clear preferences. This is true for both popular sites, which constitute a diverse range of industries, and banking sites. While customer digital preferences vary depending on site type, mobile is a go-to touchpoint, with apps providing the better customer experience.

### POPULAR SITES



### BANKING SITES



## Banking is still omnichannel

In an increasingly digital world, it's not surprising that two branchless banks, Discover and American Express, took the top two spots in our CSAT rankings. But our research also shows that just 29% of people who visited a branchless site in the last 30 days would consider it their primary bank, suggesting that branches still offer services that most customers deem essential.

This backs up what our previous banking surveys show: that journeys are complex and customers use multiple channels to meet their needs. And those vary a great deal, from in-the-moment needs like paying back a friend (payment apps) to broader financial needs like convenient access to banking tools and account assistance (online services and contact centers).

## Compete in digital, win across the journey

Customers are heading to digital first—it's the front door to the brand experience. But it's also increasingly becoming part of every touchpoint—from brick-and-mortar employees using tablets and apps to chat bots assisting in contact-center interactions. So, as strong as digital influence is, the journey is still omnichannel, for banks and every other industry. Businesses need to meet customers where they are—i.e., everywhere—while simultaneously staying tuned in to digital-first preferences.

Consumers are only going to expect more from apps and websites, so organizations have to treat digital growth and complexity as what it is—a trend without end. Businesses that transform digital CX wind up improving CX at every step in the customer journey. In other words, know your customers—listen and measure everywhere—and see improved CSAT and NPS.


# DXI Popular Sites 25

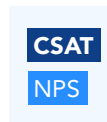
How 25 top websites in the U.S. rank on satisfaction and NPS

RANK		CSAT SCORE	NPS	RANK		CSAT SCORE	NPS	RANK		CSAT SCORE	NPS
1	Netflix	85.3	57	10	Wikipedia	80.0	38	19	Twitter	76.4	25
2	PayPal	85.0	56	11	Instagram	79.7	37	20	Facebook	76.3	21
3	Amazon	84.9	56	12	ESPN	79.5	41	21	LinkedIn	76.0	30
4	Google	84.2	53	13	Outlook Live	79.5	26	22	CNN	75.7	26
5	Chase	83.2	38	14	Instrucure Canvas	79.3	33	23	Bing	75.2	12
6	YouTube	82.6	52	15	Fandom	77.3	27	24	Imgur	72.5	6
7	Pinterest	81.5	48	16	Twitch TV	77.2	31	25	Craigslist	70.8	15
8	IMDb	81.3	47	17	Yahoo	77.1	23				
9	eBay	80.8	45	18	Reddit	77.0	29				

# DXI Banking 25

How 25 top banking sites rank on satisfaction and NPS

<b>83.5</b> <b>DISCOVER</b> <b>43</b>	<b>83.3</b>  <b>46</b>	<b>83.2</b> <b>CHASE</b>  <b>38</b>	<b>83.0</b>  <b>40</b>	<b>82.1</b> <b>Bank of America</b>  <b>33</b>
<b>81.7</b> <b>ally</b> <b>43</b>	<b>81.5</b>  <b>REGIONS</b> <b>43</b>	<b>81.5</b> <b>citi</b> <b>37</b>	<b>81.3</b> <b>BB&amp;T</b> <b>38</b>	<b>80.5</b> <b>WELLS FARGO</b> <b>22</b>
<b>80.2</b> <b>KeyBank</b>  <b>33</b>	<b>79.8</b>  <b>Huntington</b> <b>30</b>	<b>79.7</b> <b>M&amp;T Bank</b> <b>32</b>	<b>79.7</b>  <b>PNC</b> <b>36</b>	<b>79.7</b>  <b>Bank</b> <b>29</b>
<b>79.5</b>  <b>SUNTRUST</b> <b>28</b>	<b>79.5</b> <b>Marcus:</b> <small>BY GOLDMAN SACHS</small> <b>34</b>	<b>79.3</b> <b>usbank</b> <b>33</b>	<b>79.1</b> <b>BBVA</b> <b>Compass</b> <b>30</b>	<b>78.9</b> <b>Morgan Stanley</b> <b>32</b>
<b>78.9</b>  <b>FIFTH THIRD BANK</b> <b>28</b>	<b>78.5</b>  <b>UnionBank</b> <b>25</b>	<b>75.6</b>  <b>BANK of the WEST</b> <b>19</b>	<b>74.9</b>  <b>HSBC</b> <b>23</b>	<b>74.5</b>  <b>Citizens Bank</b> <b>13</b>



Top U.S. commercial banks based on consolidated assets, as ranked by the Federal Reserve.

# Digital Experience Driver Scorecards—Banking

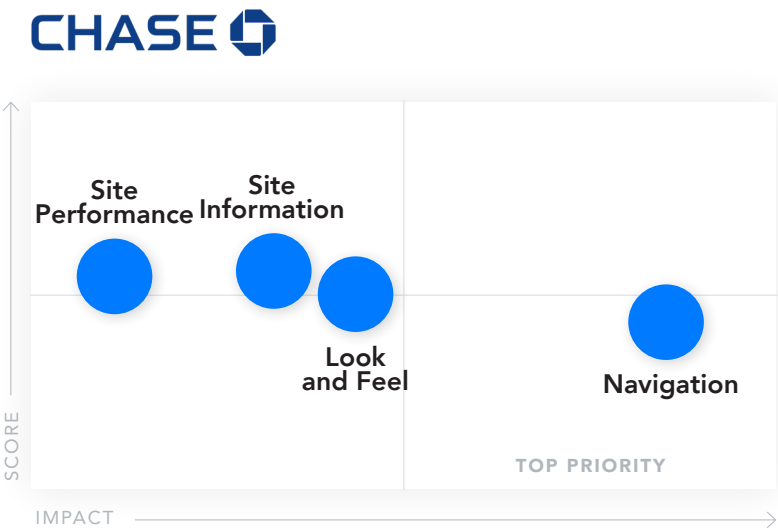
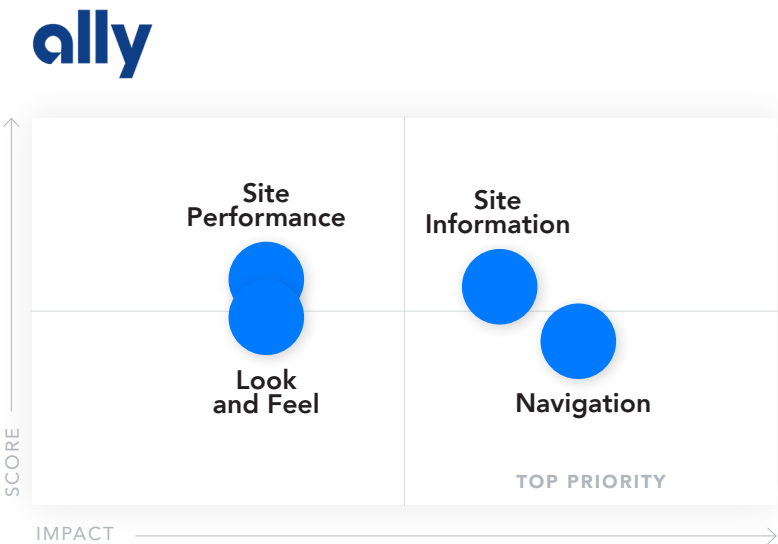
The DXI measures four key drivers that impact a visitor’s overall satisfaction with their online banking experience: navigation, look and feel, site information, and site performance. The chart below shows which banks are delivering winning experiences for each driver.



Driver scores are on a scale of 0 to 100.

# Digital Experience Driver Analysis—Banking

Priority Maps for Ally and Chase sites identify navigation as the driver with the greatest potential to positively impact customer experience and business outcomes.

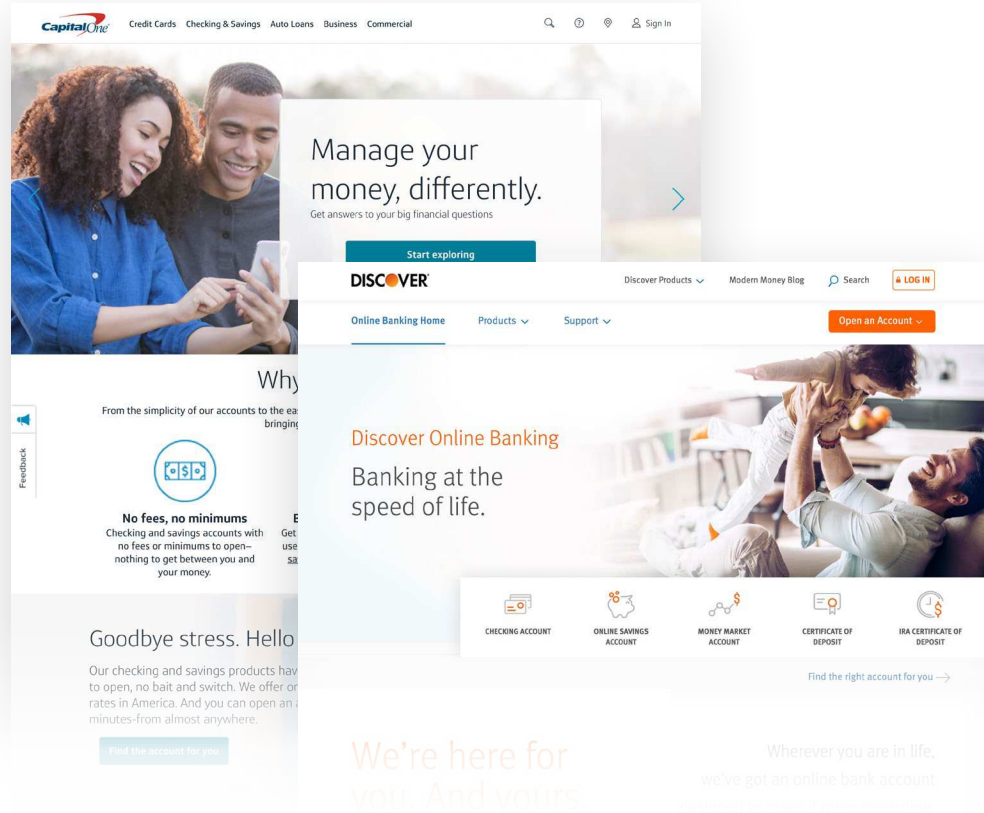


The horizontal axis shows impact on satisfaction, while the vertical axis shows performance for that driver attribute.  
The drivers located in the bottom right quadrant are ripe for prioritization due to their relatively high impact and low score.

# Navigation Best Practices You Can Bank On

Top-ranked banking sites like those for Discover and Capital One follow several navigation best practices, including:

- **Goal-oriented account landing pages**, which provide easy access to account balances, activity, and bill pay/money transfer activities.
- **Orientation clues**—prominent page titles, breadcrumb trails, and clear menus—that let customers know where they are and help them learn the site's structure and organization.
- **Logically grouped subpages and intuitive design** that keep customers moving through the site and reduce unnecessary clicks and page-load times.

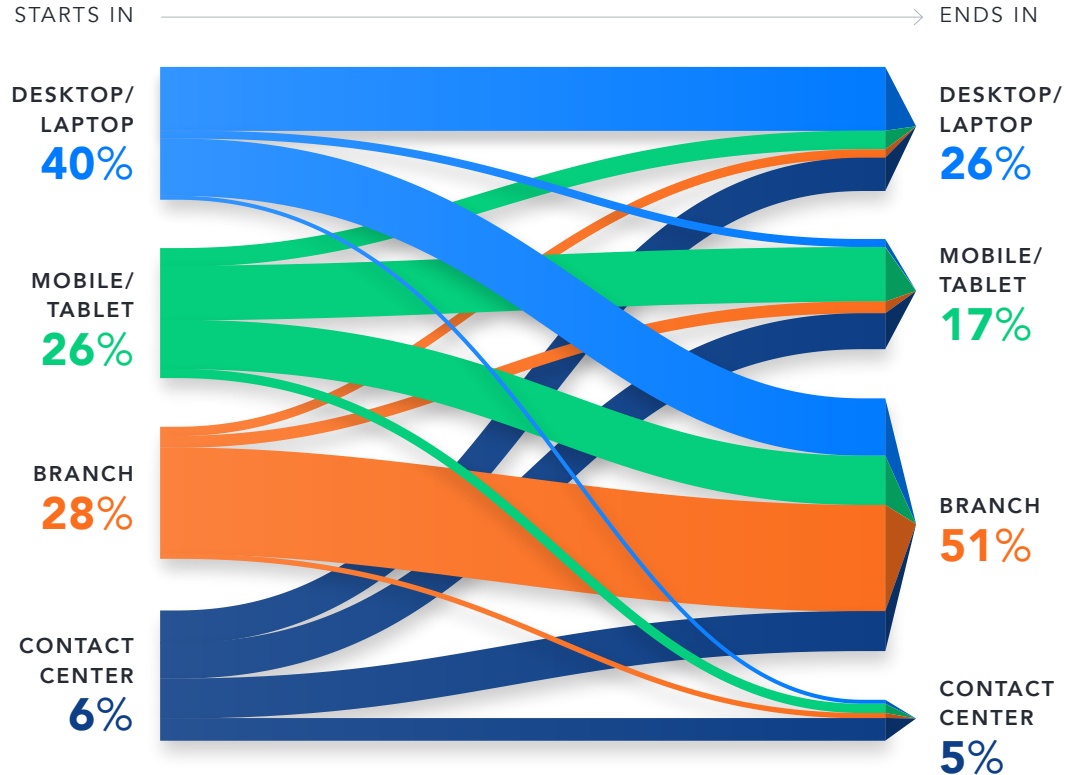




# The Banking Journey: Opening an Account

## Customers hop channels, but most land in a branch

When we asked banking customers how they would proceed if they were opening up a new account, two-thirds said they would start the journey in a digital channel. Though just 28% say they would start the journey in a branch, most (51%) cite branches as the most popular destination to end in, regardless of where they started.




# The Banking Journey: The Branch Factor

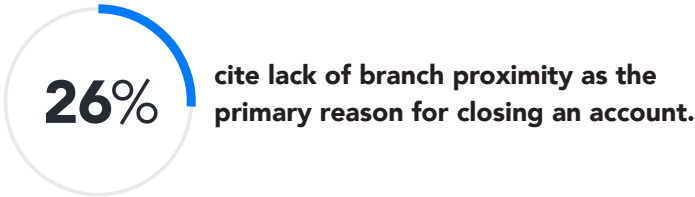
## A local presence and a personal touch still resonate in the digital era

Among our DXI survey respondents, branchless banks (defined as having between zero and 50 physical branches or customer outposts) ranked higher in NPS and CSAT than banks with a larger branch footprint.

However, CSAT scores—a more channel-agnostic measurement—are more consistent across all bank types. Our DXI data shows that customers aren’t giving up on face-to-face experiences when it comes to managing their finances:

SATISFACTION BY BRANCH FOOTPRINT

 Number of Branches	CSAT	NPS
0-50	81.4	39.6
51+	79.6	30.5



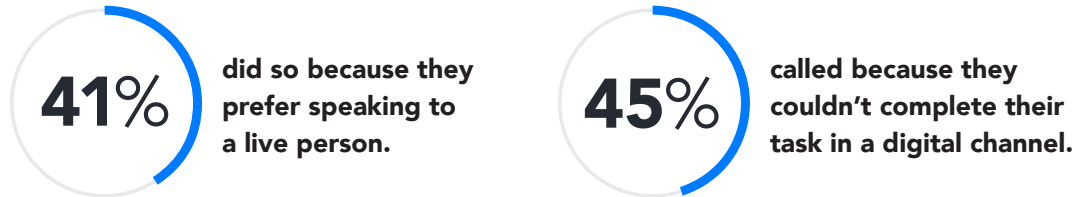
# The Banking Journey: Channel Preferences

## Digital delights, but doesn't meet every customer need

Digital isn't done reshaping the customer journey. Apps and desktop sites are only getting better at providing fast, satisfying access to banking tools and services. But as our new-account journey satisfaction data show, each channel matters.

### WHO'S CALLING

Further evidence of the need for banks to focus on customer experience at every step in the journey is found in our contact center data. Among those who reached out:



### CHANNEL PREFERENCES BY GENERATION



The desktop is still a dominant channel for banking customers. **Baby Boomers** and **Gen X** turn there most often.



**Millennials** and **Centennials** say they use mobile apps only very slightly more.

## About the Research Team

**José R. Benkí**, PhD, is Research Science Director at Verint ForeSee and Adjunct Assistant Research Scientist in the Survey Research Center at the University of Michigan. He has expertise in survey participation, interviewing, speech science, and cross-cultural and cross-language survey research. He is a member of the American Association for Public Opinion Research and the Acoustical Society of America.

Customer Success Manager **Andrew Hyclak** helps financial services companies understand their customer experience through survey design and meaningful analysis to support their strategic business objectives. Andrew holds an MBA from the University of Toledo.

**Karly Szczepkowski** is a lead analyst managing over 600 benchmark categories for Verint ForeSee. Previously she was an analyst at Wayne State University in Detroit, Michigan. She graduated from Wayne State University with a Master in Information Science and holds a bachelor's degree in engineering from the University of Michigan.

**Ellen Sabor**, Senior Analyst, specializes in financial services, insurance, energy, and telecom industries. She has deep expertise in improving contact center experiences and helping companies with satisfaction measurement and customer segmentation. She holds an MBA from the University of Michigan.

**Kathy Totz**, Senior Usability Analyst, uses her background in psychology, cognitive science, human-computer interaction (HCI), and user experience to help financial services, retail, technology, government, and health care clients. She holds an MS in Information from the University of Michigan, specializing in HCI.

# About the Digital Experience Index

This edition of the Verint Digital Experience Index (DXI) benchmarks customer experience of the 25 most popular websites in the U.S. (based on Alexa rankings) and the digital experience of the top commercial banks in the U.S. as ranked by the Federal Reserve according to total number of consolidated assets.

The study used a panel sample of 12,486 survey respondents, representative of the U.S. general population, with at least 250 responses for each website. Responses were collected in April 2019. Rankings in the DXI are based on CSAT, using a scale of 0-100 with a margin of error of +/-2.06. NPS is also shown, on a scale of -100 to 100, and has a margin of error of approximately +/- 8.7. When two or more scores are identical at one decimal place, the next decimal place is used to break ties and determine rankings.

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## LET'S TALK DIGITAL VOC BENCHMARK DATA.

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**HELLO@FORESEE.COM**

