INTRODUCING THE BANK EXPERIENCE BENCHMARK

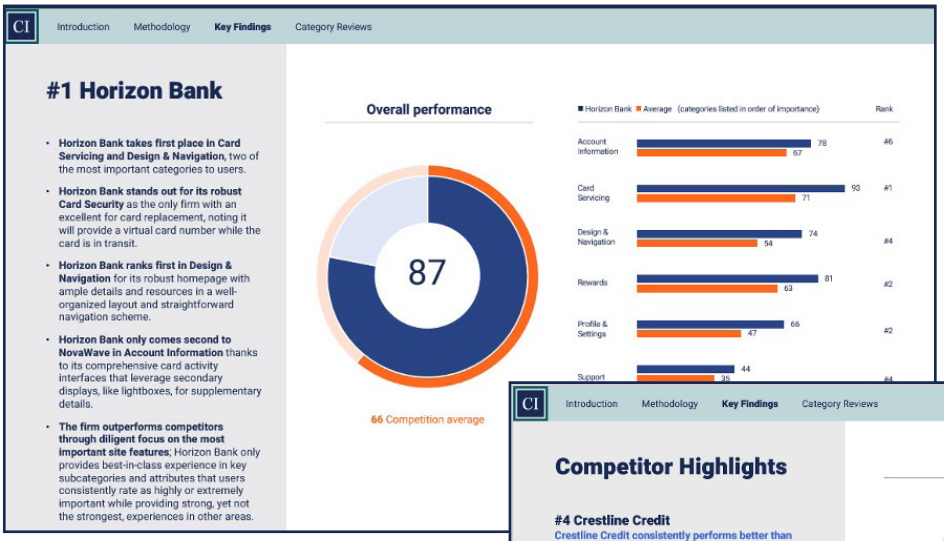


Competitive insights to shape your digital future

Corporate Insight's Bank Experience Benchmark is the only annual study that provides an unbiased assessment of leading bank websites and mobile apps from the perspective of the actual end user. Our proprietary grading criteria and analytical framework are based on over a decade of research in this space, giving you a clear view of how the nation's top bank digital platforms stack up against each other in terms of design, navigation, functionality and usability. With this definitive guide to the best bank digital platforms, you receive:

- Rankings of 20 leading bank websites and mobile apps
- Identification of leading players in every category
- Insights into best-in-class digital experiences, with illustrative screen shots
- Analysis of your top digital strengths and weaknesses versus the industry
- The confidence to prioritize your digital developments

The Bank Experience Benchmark is a must-have resource for any bank that wants to create a digital experience that delights current customers and helps to acquire new ones.



Spotlight review on top performer



Summary highlights of each competitor

The Experience Benchmarks address several pain points for banks:

PROBLEM	SOLUTION
"We want to know how to position our strengths versus peers in the marketplace"	CI's Experience Benchmarks will objectively show where your strengths are relative to the competition
"Fighting for budget is always a challenge – we need objective data to build the case for investment"	Benchmarks provide tangible evidence of your competitive gaps
"It's hard to set priorities when we don't know the size & importance of our gaps, and where things are going"	Our data is weighted to reflect cardholder importance/ usage; analysis calls out key industry trends
"We need KPIs to see if what we're doing is really moving the needle"	Each firm receives overall and category scores; annual data refresh lets you track your progress over time
"Our competitors are getting higher satisfaction scores for digital than us and we're unsure how to respond"	Benchmarks reveal competitors' strengths & provide recommendations to improve your digital CX

Bank Experience Benchmark Framework

CI analysts evaluate seven categories to separately assess the website and mobile platforms:

- **Account Information**
- **Money Movement**
- **Prospect Experience**
- **Account Servicing**
- **Support**
- **Design & Navigation**
- **Profile & Settings**

Benchmark Competitive Set

- **Ally**
- **American Express**
- **Bank of America**
- **BMO**
- **Capital One**
- **Charles Schwab**
- **Chase**
- **Chime**
- **Citi**
- **Citizens Bank**
- **Discover**
- **Fifth Third**
- **Huntington Bank**
- **PNC**
- **SoFi**
- **TD Bank**
- **Truist**
- **U.S. Bank**
- **USAA**
- **Wells Fargo**

CI

For more information on the Bank Experience Benchmark including our Custom Experience Benchmarking option, contact us:
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