

# Banking Industry

Overall Customer Satisfaction Index

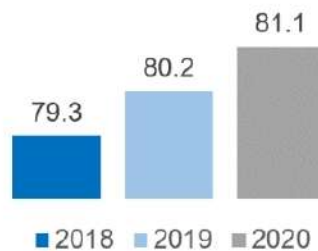


While Capitec maintains its leader position, it is showing signs of fatigue, with African Bank and Nedbank closing the gap. Nedbank continues to make year-on-year improvements and has once again outperformed FNB. This is further demonstrated in a recent Banking Market Share study conducted by Consulta in 2020 which shows that despite the turbulent year, Nedbank has maintained its market share and Capitec grew by 4%. Although Absa and Standard Bank are showing some improvement, they are still performing below industry par for the past 5 years. African Bank performs well although they show a 2,3-point decline in score.

## NEDBANK ON THE RISE

NEDBANK HAS BEEN ABLE TO CONSISTENTLY INCREASE THEIR SA-CSI AND PERCEIVED VALUE SCORES OVER THE PAST 3 YEARS.

Nedbank SA-csi trend



## Net Promoter Score (NPS)

SA's Banks earned a significant amount of goodwill and loyalty with their rapid and wide-scale debt-relief responses during Covid-19. However, they will need to work hard to leverage this position as a pandemic tests every facet of customer resilience and loyalty in a tough and uncertain economy. NPS measures the likelihood of a person to recommend a brand to friends, family or colleagues, further also believed to be a good indicator of loyalty.

