

Key insights

2 535 469 consumer social media posts about banks collected

585 645 mentions analysed for sentiment by BrandsEye's Crowd

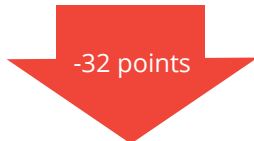
248 676 mentions evaluated for TCF, CX and conversation themes

Lowest Net Sentiment



Discovery Bank

Largest Net Sentiment decline



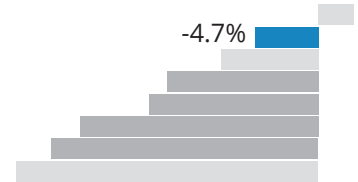
Nedbank

Highest Net Sentiment




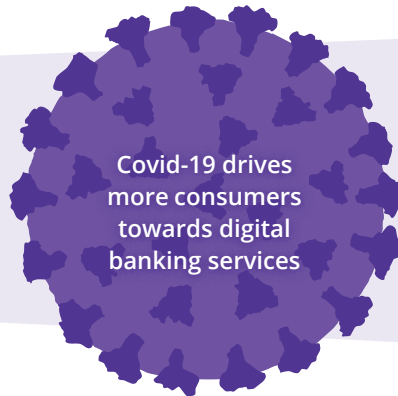
African Bank

Top performing incumbent



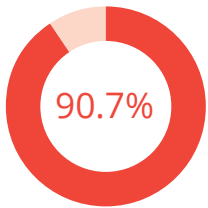
Capitec Bank

 System downtime presents the largest operational risk to the banks as digital reliance grows.

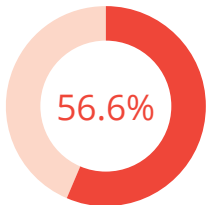


Covid-19 drives more consumers towards digital banking services

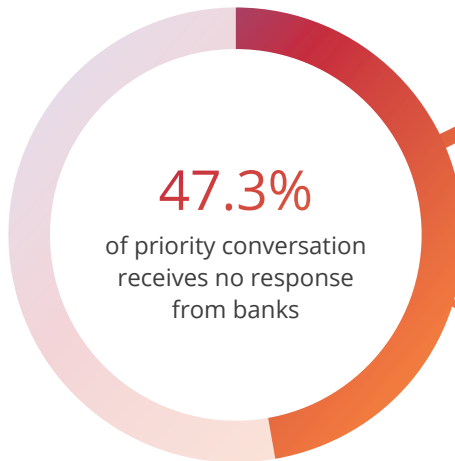
 The digitisation of banking products and channels reduces complaints about turnaround time.



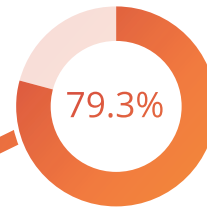
of customer complaints include TCF outcomes



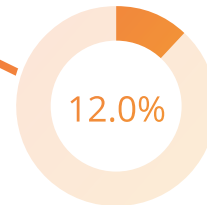
of TCF-related complaints receive a response from banks



of priority conversation receives no response from banks



Highest response rate to priority conversation
Nedbank



Worst response rate to priority conversation
Discovery Bank

Most customers threatening to cancel*
Discovery Bank



Most new customers looking to sign up*
African Bank

* as a share of the bank's conversation