



# Case study

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## Retail banking

### **Issue:**

A large US regional retail bank sought to measure customer satisfaction within its branches.

### **Action:**

18,000 telephone interviews per month were conducted with customers who had recently visited one of 1,200 branches. Extensive reporting was produced for each branch and for other categories (eg district, state, across all branches), on a monthly, quarterly, and annual basis. Online reporting allowed the user to create customised reports that compared their branch's results to other benchmarks, such as their district or state average.

Each report utilised the results of a driver analysis in order to prioritise improvement efforts. Synovate worked with the bank to generate strategies for the branches to address each key driver and these strategies were incorporated into the reports. An overall bank-level summary report was also produced, which was more strategic in nature and summarised the findings across the entire bank.