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# NIGERIAN BANKS CUSTOMER SATISFACTION REPORT



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Skye Bank

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Standard  
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Bank

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Bank

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Demography of Respondents

Online Banking

Summary of Financial Channel Usage

Financial Channels: Possible Reasons for Banks' ATM Usage

Financial Channels Usage: Gender Distribution

Financial Channel Behaviour by Age Group

Customer Preferences by Banking Activity

ATM as a Channel: Customer Behaviour

Banking Behaviour by Location

Impact of Income on Banking Behaviour

Youths VS Adults

Overall Customer Experience

Customer Experience: Customer Needs

Customer Experience: ATMs and Branches

Customer Experience: Mobile and Internet Banking

Customer Experience: Cards (Debit/Credit) and Executonal Efficiency

Customer Experience: Call Centre and Social Media

Customer Experience: Products, Credit Facilities and Value for Money

## INSIGHTS 1



**78% of the respondents use Smart Phones for Online Banking.** Further, **Smart Phones** are used majorly by respondents between **21-30 years (38.9%)** of age and those that earn below **N50,000 (46.1%)**.

See: [Online Banking](#)



**ATM is the most used financial channel.** This is followed by **Branches and Mobile/Internet Banking.** Respondents visit the **ATM at least once in a week.** Call Centres are becoming extinct as majority of the respondents never visit them.

See: [Summary of Financial Channel Usage](#)



**Bank C's ATM is used majorly across most locations.** **50% of the respondents are from the South-West Zone** and the **ATM majorly used by them is that of Bank C.** In addition, the topmost reasons that respondents use these Bank ATMs is the **Proximity and Reliability of Service** of these ATMs.

See: [Demography of Respondents](#) and [Financial Channels: Possible Reasons for ATM](#)



**In General, the behaviour of Males and Females with regards to Banking Activities and Frequency of Usage of Different Channels for Banking Activities is almost same.** However, **Males tend to perform more banking activities than Females.**

See: [Financial Channels Usage: Gender Distribution](#)



**The ATM's and Branches are the most used bank channels for performing bank activities.** Also, **Internet Banking** is used majorly used for **Funds Transfer and Balance Enquiry** and it is used mostly by **age groups 21-30, 31-35 and 36-40.**

See: [Financial Channel Behaviour by Age Group](#)

## INSIGHTS 2



In general, as opposed to majorly visiting **Bank Branches**, in the future, 36% of the respondents would like to get **Financial Advice via Call Centres (19%)** and **Internet/Mobile Banking (17%)**. In addition, **24%** of the respondents would like to **Get Loans via Internet/Mobile Banking (17%)** and **Video Banking (7%)**.

See: [Customer Preferences by Banking Activity](#)



In general, **35% of the respondents perform Cash Withdrawal activity only** and approximately **21%** of the respondents perform both **Cash Withdrawal and Balance Enquiry activities on the ATM**. Interestingly, in the future, approximately **6%** of the respondents will like to **Get a Loan via Video Banking**.

See: [ATM as a Channel: Customer Behaviour](#)



**Bank A, Bank B, Bank C and Bank D** are the most frequently used banks in Nigeria. Only **South-West** has **Bank H** as its third most-used bank.

See: [Banking Behaviour by Location](#)



**Bank A and Bank C** are the most frequently used banks by both Youths and Adults. The top-most reasons for using these banks are their **Quality of Service Experience** and **Financial Stability**. These banks have been used by respondents for an approximately **6 - 15 years**.

See: [Impact of Income on Banking Behaviour](#)

and

[Youths VS Adults](#)

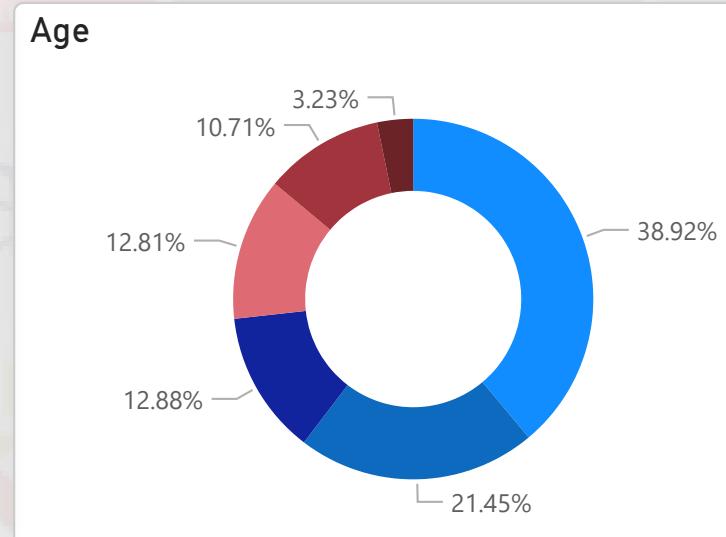
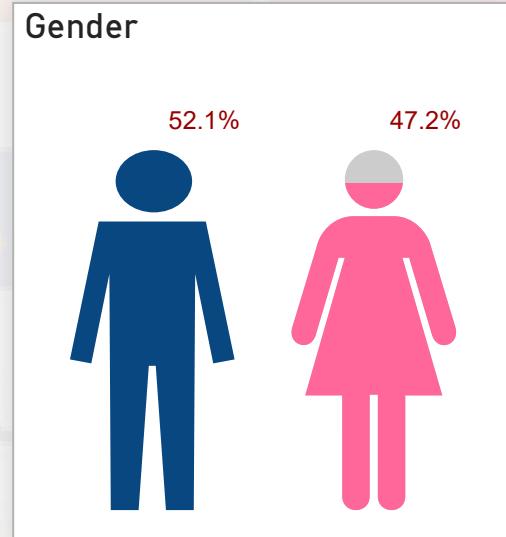
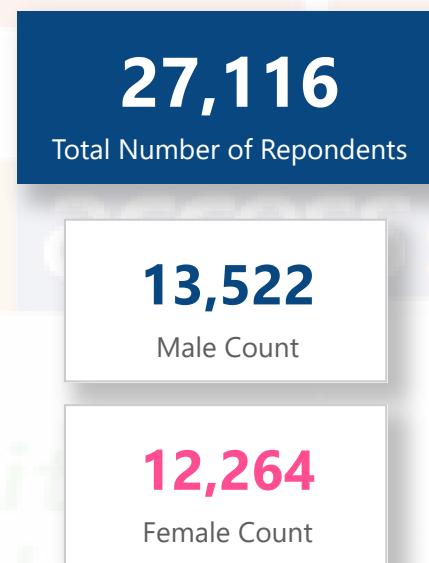
## DEMOGRAPHY OF RESPONDENTS

**NOTE:**

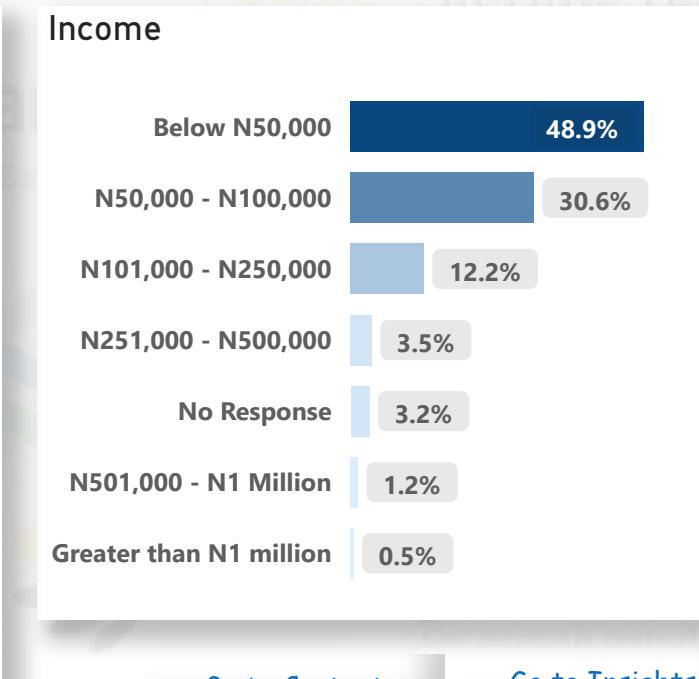
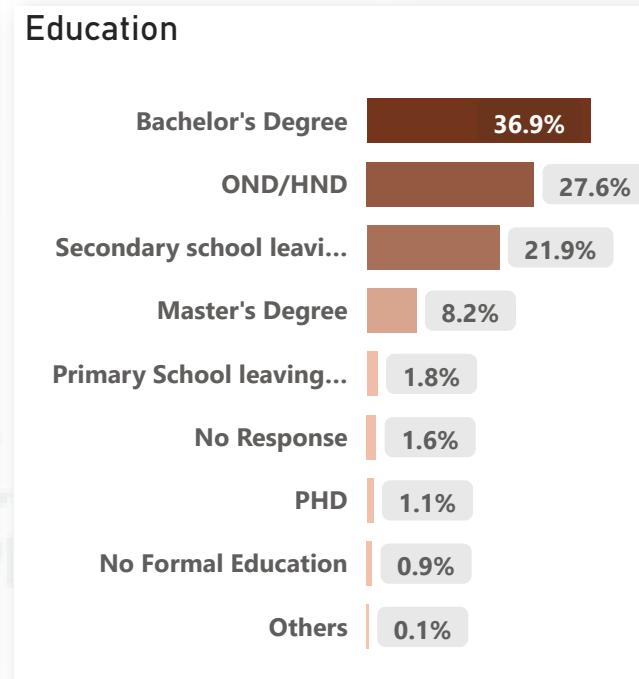
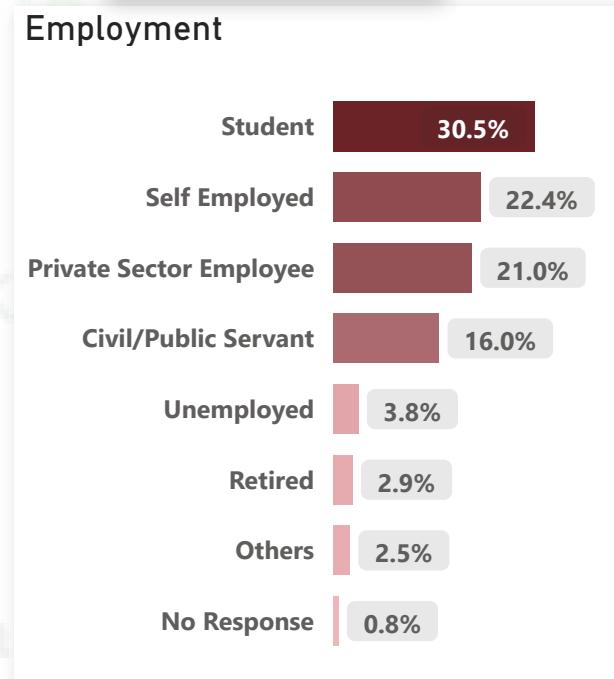
This report page can be sliced/filtered by clicking on any visual you will like to see details on e.g. To see details on males only, click on the male icon and the entire report page drills down to information on male respondents only.

Geo-Political Zone	Respondents	% Count
North Central	4008	18.63%
North East	1	0.00%
North West	2171	10.09%
South East	1486	6.91%
South South	2417	11.24%
South West	11428	53.13%

Location	Respondents	% Count
Aba	738	3.43%
Abeokuta	982	4.57%
Abuja	2046	9.51%
Ado-Ekiti	244	1.13%
Akure	476	2.21%
Asaba	940	4.37%
Bauchi	1	0.00%
Benin	986	4.58%
Calabar	491	2.28%



- Age**
- 21-30
  - 31-35
  - 18-20
  - 36-40
  - 41-60
  - Above 60

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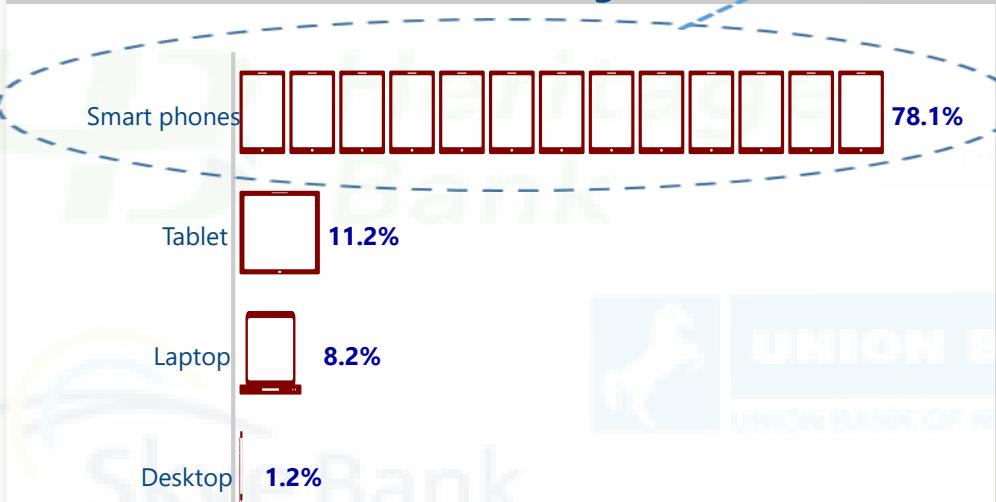
## What is the most used device for accessing online banking?

**27,116**

Total Number of RepONDENTS

The most used device for online banking is the smart phone

### Devices Used for Online Banking



Education

All

Location

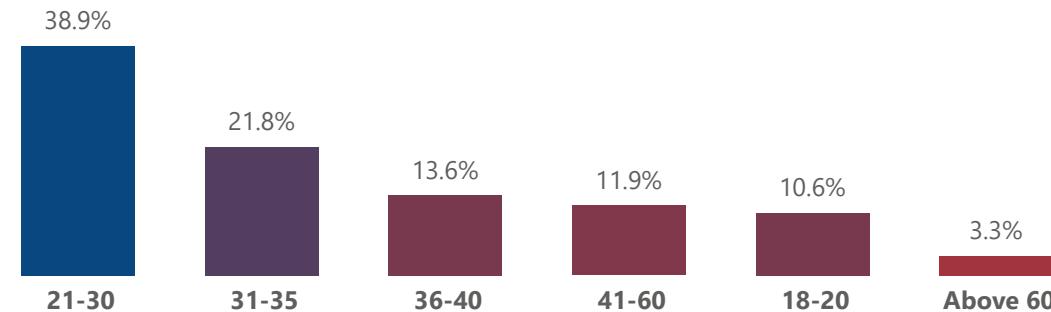
All

Select Gender

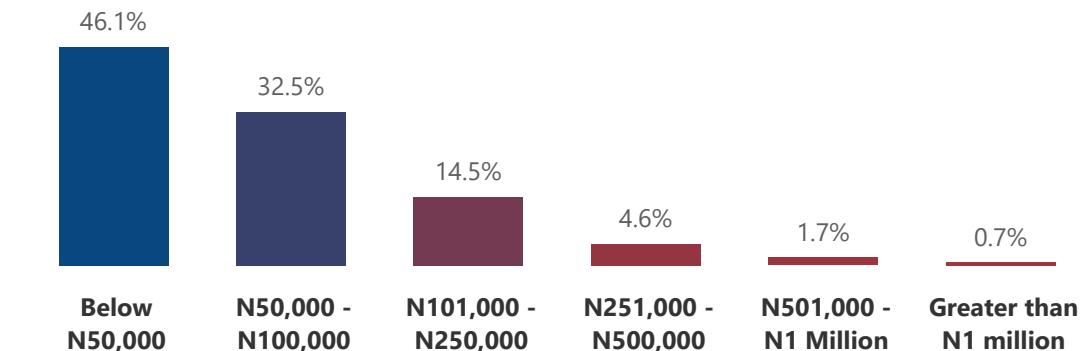
Female

Male

### Smart Phone Distribution Across Age Group



### Smart Phone Distribution Across Income



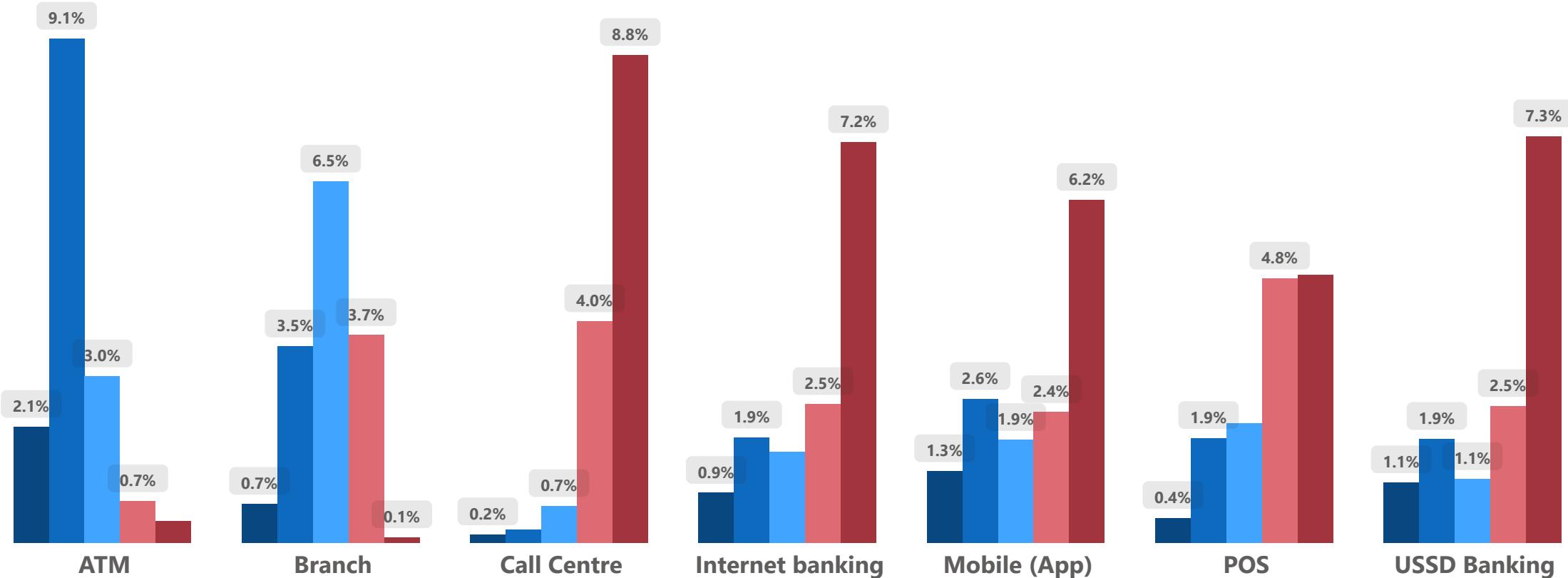
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## SUMMARY OF FINANCIAL CHANNEL USAGE

Select Bank  Select Zone  Select Location  Select Gender

### Usage Frequency of Financial Channels

Frequency ● At Least once a day ● At least once a week ● Monthly ● Rarely ● Never



## FINANCIAL CHANNELS: Possible Reasons for Banks' ATM Usage

Select Gender

Select Age Band

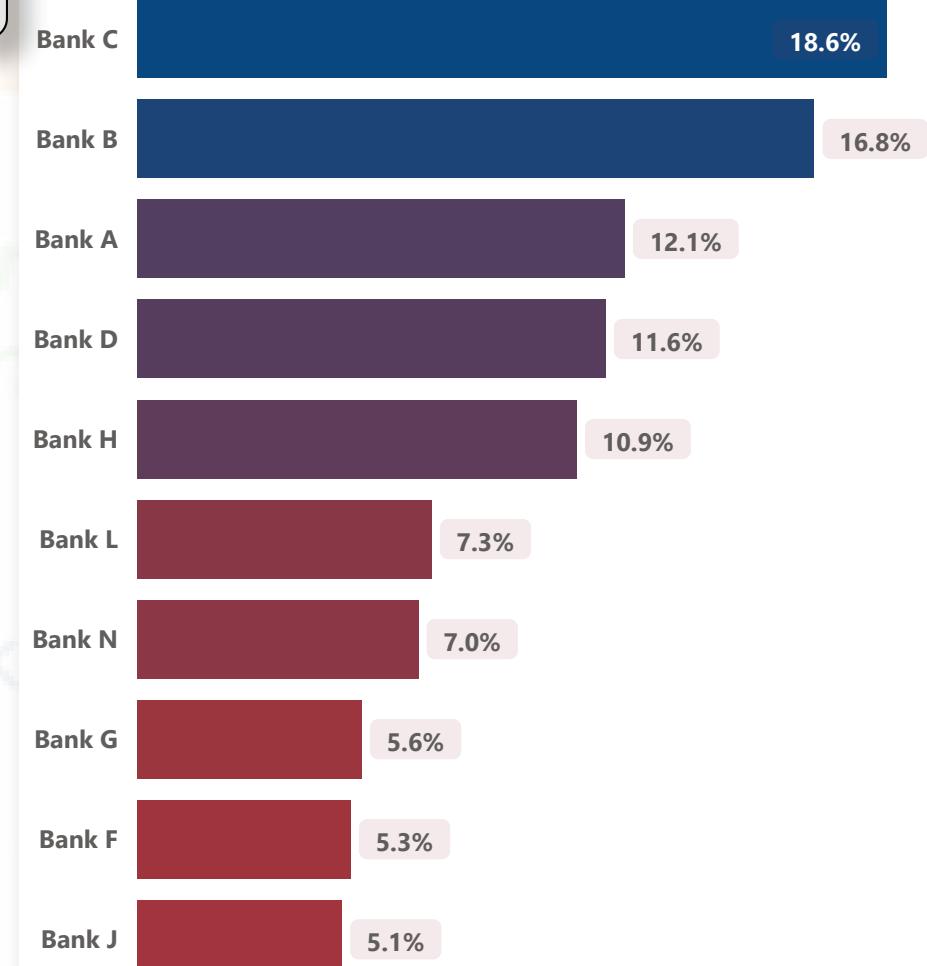
Select Zone

Select Location

Select Employment Category

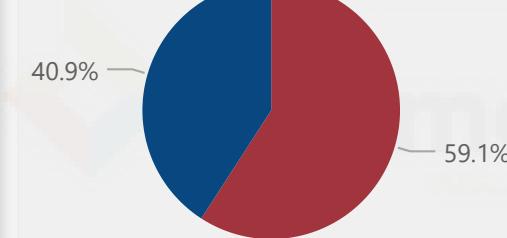
Select Education

### Top 10 Bank's ATM used

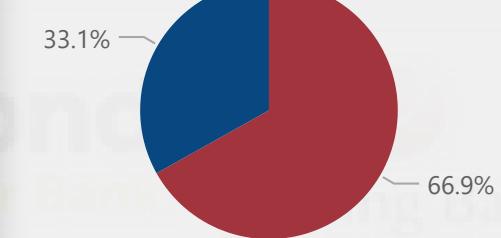


### POSSIBLE REASONS

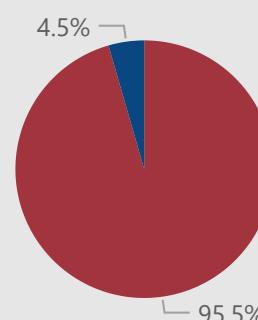
#### Proximity



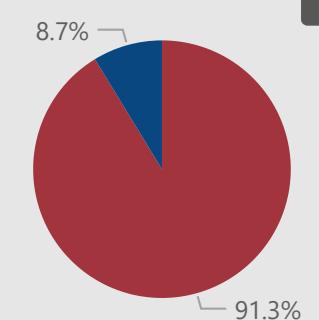
#### Reliability of Service



#### Quality of Notes



#### Security



Yes



No Response

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## FINANCIAL CHANNELS USAGE: Gender Distribution

Age

All

Bank

All

Bank Channel

ATM

**27,116**

Total Number of Respondents

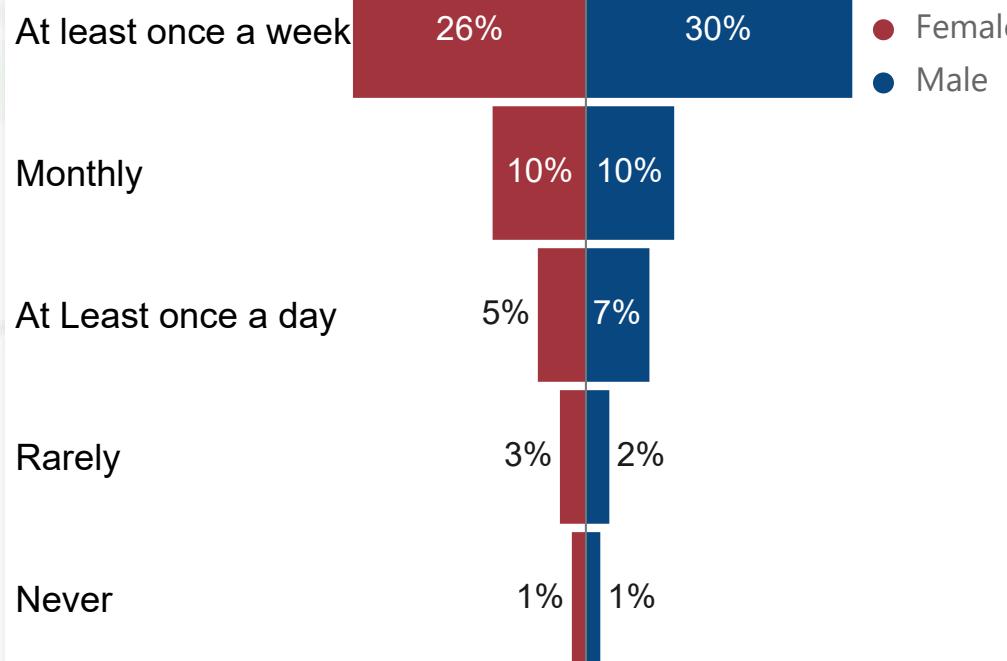
**13,522**

Male Count

**12,264**

Female Count

### Frequency of Activities on Channels

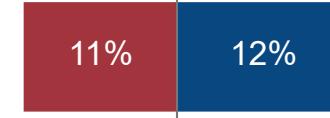


### Banking Activities on Channels

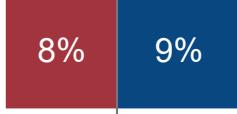
Cash Withdrawal



Balance Enquiry



Funds Transfer



Making a Payment



Cash Deposits



Getting Financial Advice



Making Complaints



Booking Fixed Deposit/Treasury Bills



Getting a Loan

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## FINANCIAL CHANNEL BEHAVIOUR BY AGE GROUP

Select Zone

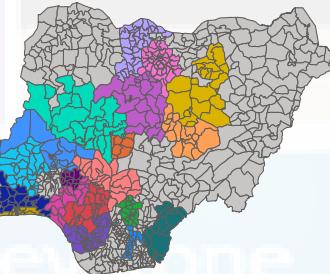
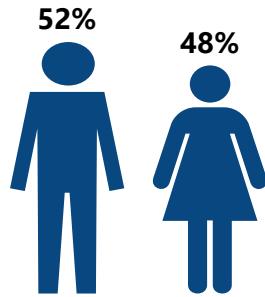
All

Select Location

All

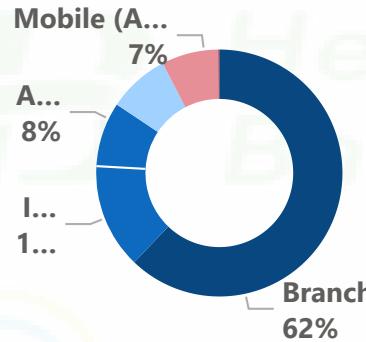
**Age Group**

18-20    21-30    31-35    36-40    41-60    Above 60

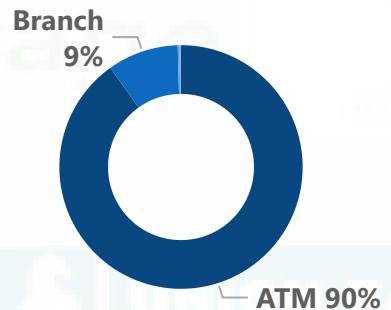
**27,116**

Total Number of Respondents

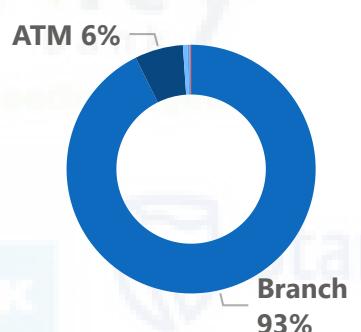
### Making a Payment



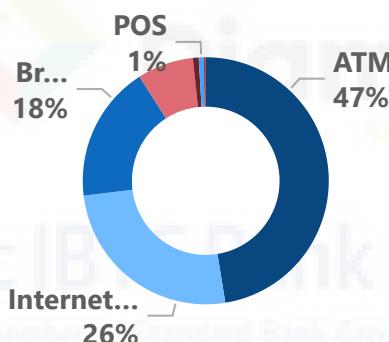
### Cash Withdrawal



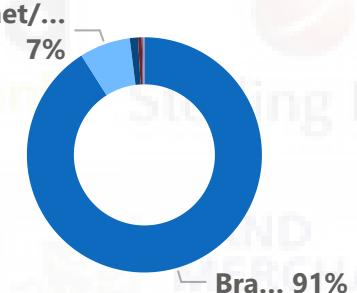
### Cash Deposit



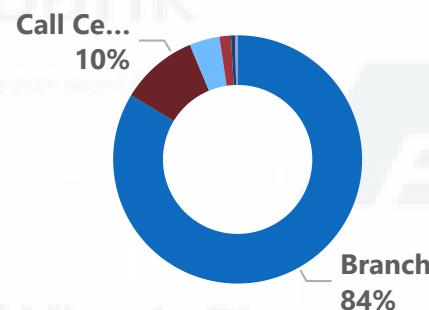
### Balance Enquiry



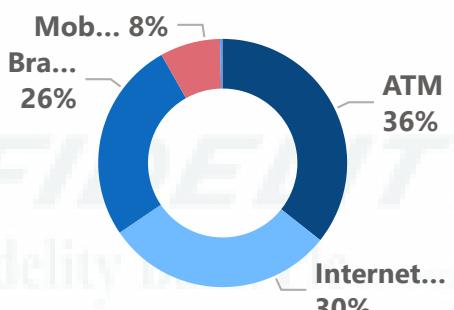
### Book Fixed Deposit/Treasury Bills



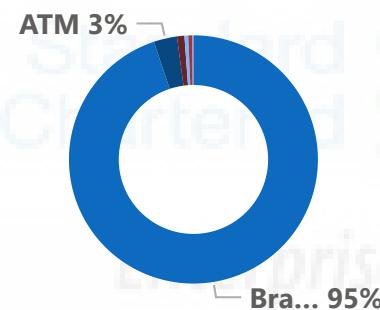
### Making Complaints



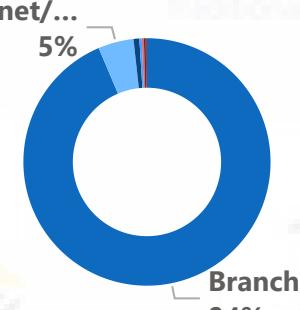
### Funds Transfer



### Getting Financial Advice



### Getting a Loan

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## CUSTOMER PREFERENCES BY BANKING ACTIVITY

**Location**

All

**Bank**

All

**Employment Category**

All

**Education**

All

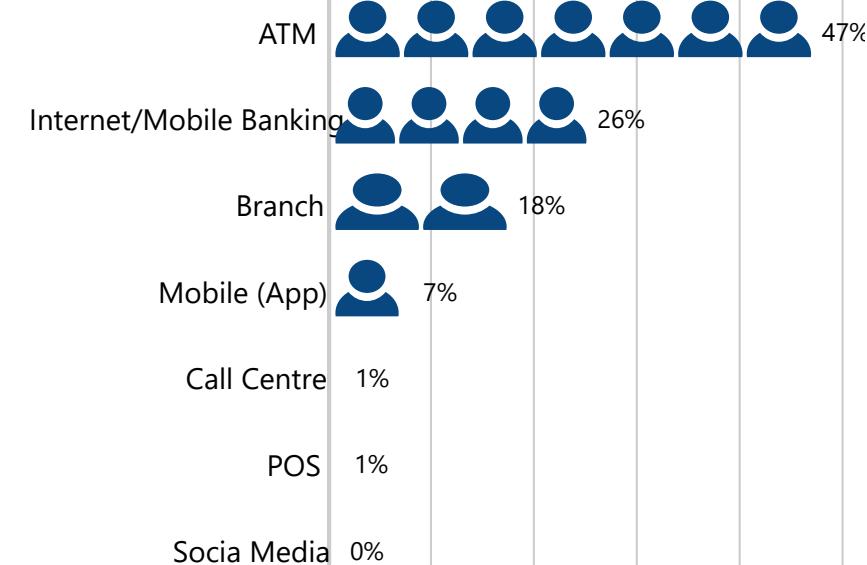
Select Gender

Female Male

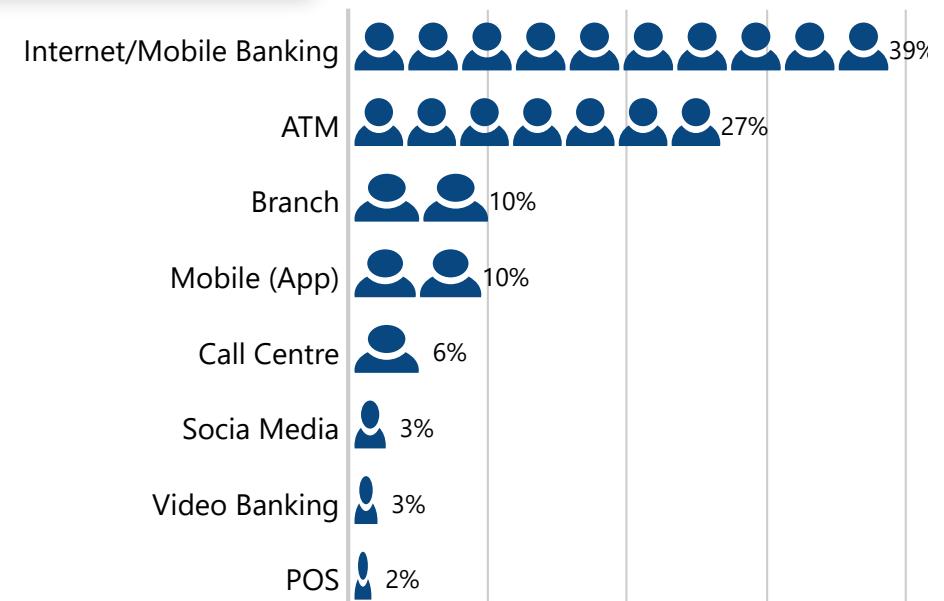
### Banking Activities

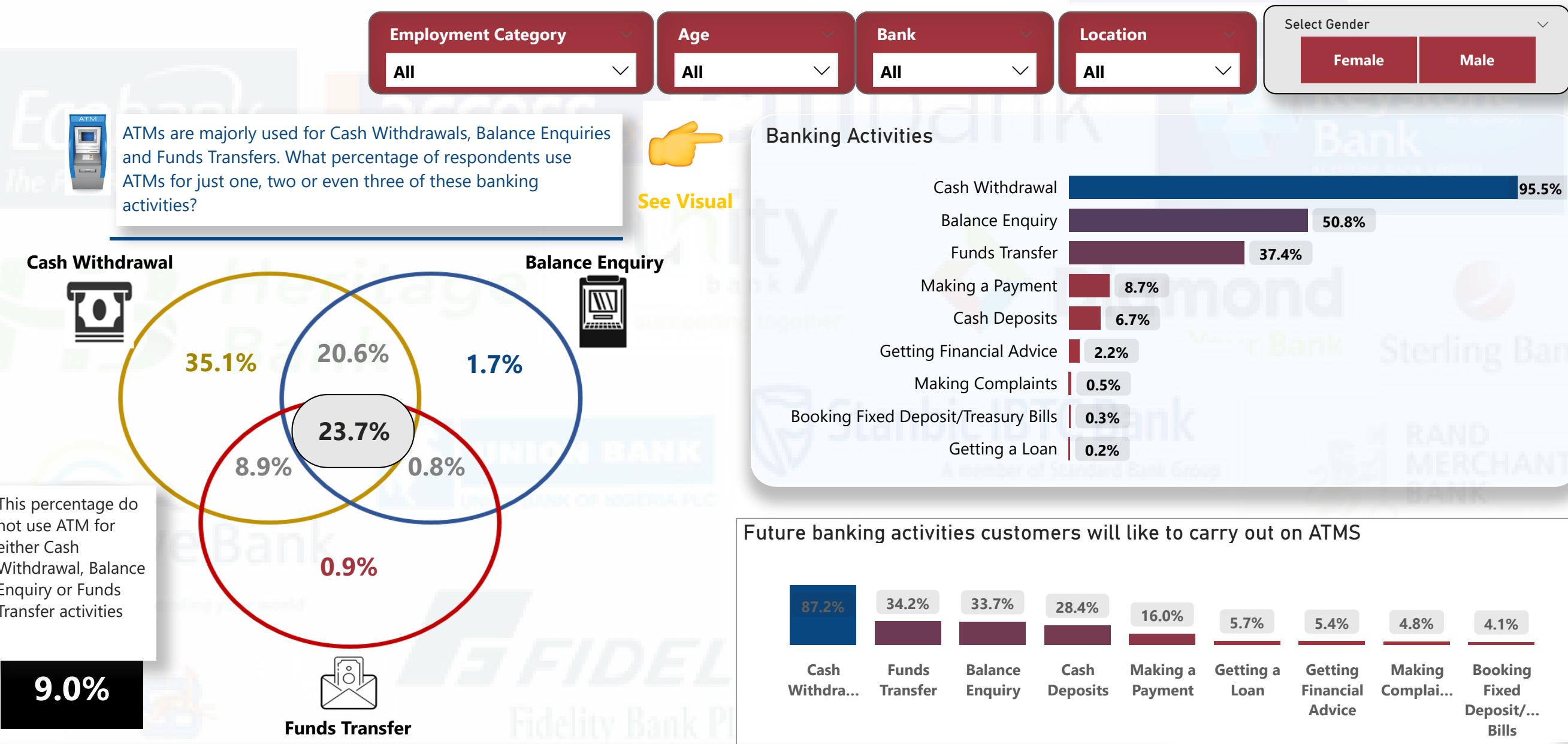
Balance Enquiry	Cash Withdrawal	Getting Financial Advice
Booking Fixed Deposit/Treasury Bills	Funds Transfer	Making a Payment
Cash Deposits	Getting a Loan	Making Complaints

### Current Channels



### Future Channels

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## BANKING BEHAVIOUR BY LOCATION

Does location have significant effects on customer behaviour and preferences and why?

**27,116**

Total Number of Respondents

Select Zone

All

Select Bank for More Details: All

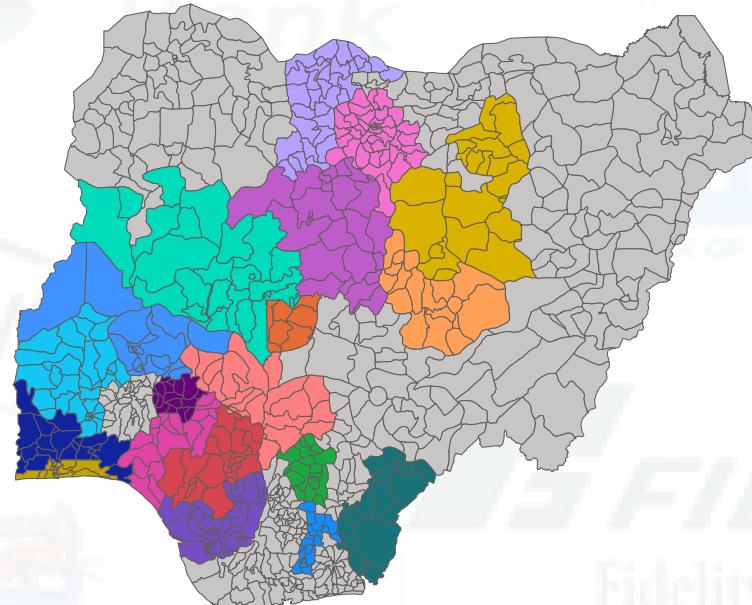
Bank A      Bank B      Bank C

Select Location

All

### Respondents' Distribution by State

- Location
- Aba
  - Abeokuta
  - Abuja
  - Ado-Ekiti
  - Akure
  - Asaba
  - Bauchi
  - Benin
  - Calabar
  - Enugu
  - Ibadan



### Top 3 Most Frequently Used Banks

**Bank C**

4,591

Respondents Count

**Bank B**

4,073

Respondents Count

**Bank A**

2,448

Respondents Count

### Reasons for Most Frequently Used Bank

Quality of Service Experience  
44.87%



Financial Stability  
18.91%



Proximity of Branches  
13.11%



Recommendation from Family and Friends  
12.05%



Employer Requirements  
11.06%



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## BANKING BEHAVIOUR BY LOCATION

Bank: Bank A | Zone: All | Location: All | Select Gender: Female | Male

Is there a significant difference in the behaviour of individuals with respect to their income?

Bank Currently Selected

**Bank A**

Income

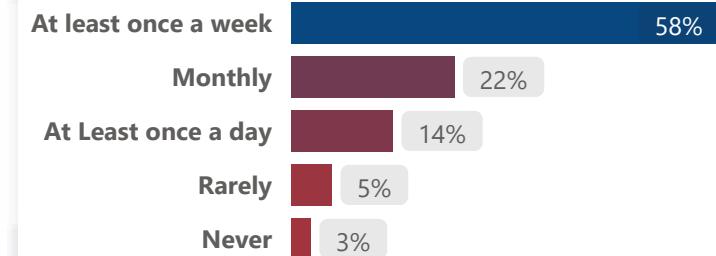
Below N50,000 | N50,000 - N100,000 | N101,000 - N250,000 | N251,000 - N500,000 | N501,000 - N1 Million | Greater than N1 million

### Financial Channels

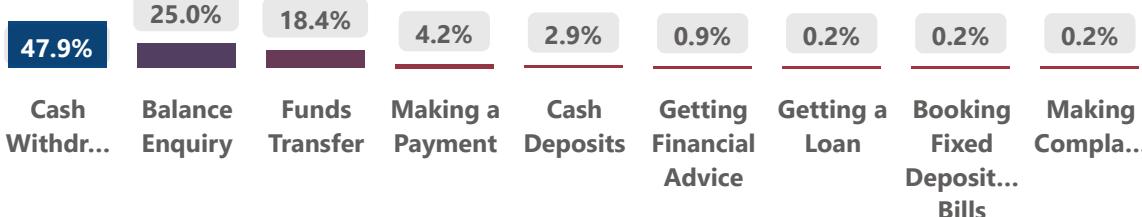
Financial Channel

ATM

#### Frequency of Usage



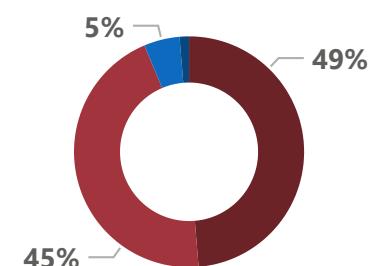
### Banking Activities



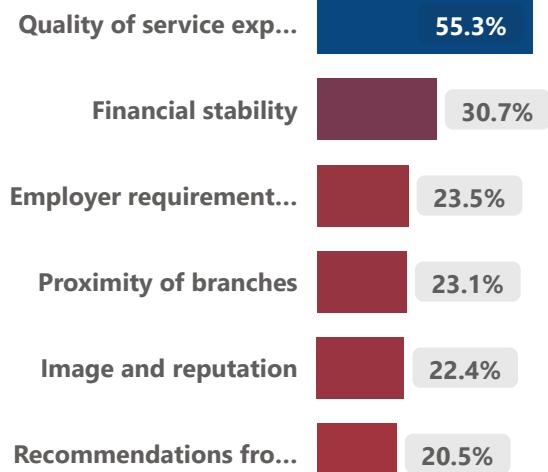
### Bank Loyalty

#### Years of Banking Relationship

- 0 - 5 years
- 6 - 15 years
- 16 - 25 ye...
- 26 years a...



#### Reasons for Maintaining Bank Relationship



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Bank Channels

ATM

Zone

All

Location

All

Select Gender

Female

Male

## Is there a significant difference in the financial behaviour and banking activities of Youths and Adults?

### Most Frequently Used Banks

Top 3  
Bank C  
3679

Bank B  
2756

Bank D  
1953

Bottom 3  
Bank I  
282

Bank P  
207

Bank M  
178

YOUTHS

19.75K

### Most Frequently Used Banks

Top 3  
Bank B  
1292

Bank C  
884

Bank A  
694

Bottom 3  
Bank Q  
120

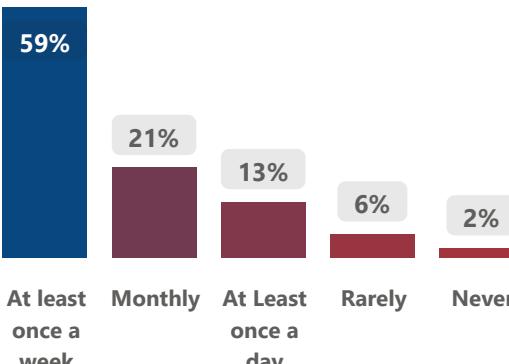
Bank M  
114

Bank P  
85

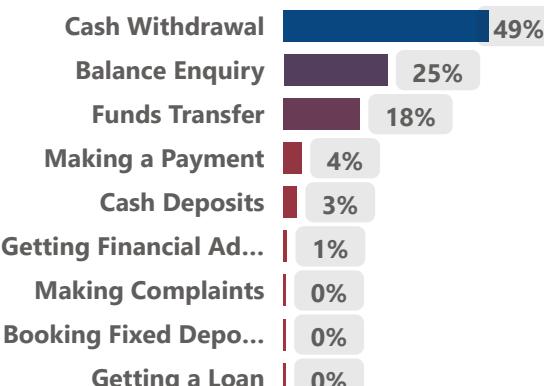
ADULTS

7213

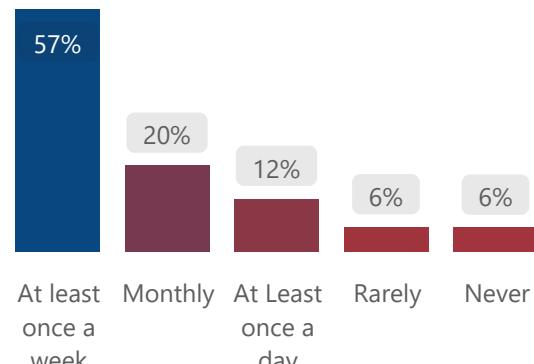
### Frequency of Usage



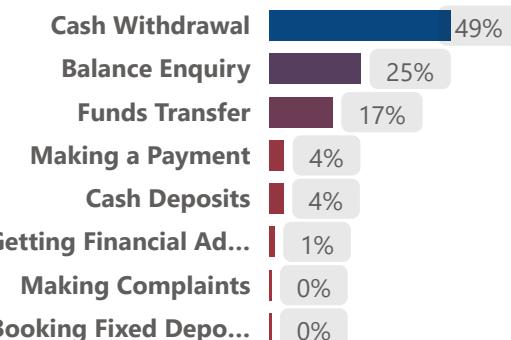
### Banking Activities



### Frequency of Usage



### Banking Activities

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## CUSTOMER EXPERIENCE

What are the expectations of customers with respect to the bank services and how much have they been satisfied in comparison to their expectations?

Select Zone

All

Select Location

All

Select Bank

All

Select Gender

Female

Male

Which bank service do you need information on?

All

What question would you like answers to from the selected group?

All

### Importance

● Not at all Important ● Not Important ● Neutral ● Important ● Extremely Important



### Satisfaction

● Extremely Dissatisfied ● Very Dissatisfied ● Dissatisfied ● Neutral ● Satisfied ● Very Satisfied ● Extremely Satisfied



## CUSTOMER EXPERIENCE: Customer Needs

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Select Zone

Select Location

Select Bank

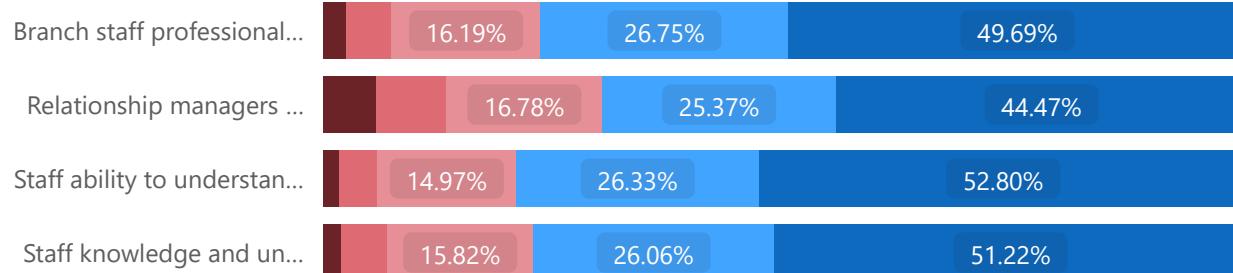
Select Gender

### Customer Care

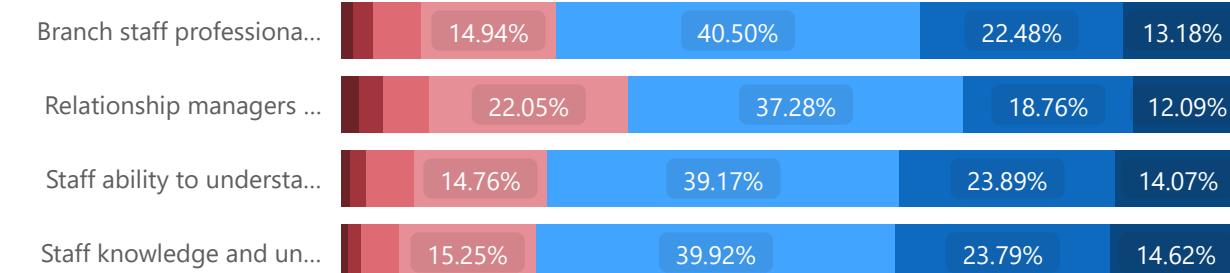
#### Importance

● Not at all Important ● Not Important ● Neutral ● Important ● Extremely Important



#### Satisfaction

● Extremely Dissatisfied ● Very Dissatisfied ● Dissatisfied ● Neutral ● Satisfied ● Very Satisfied ● Extremely Satisfied



### Complaints

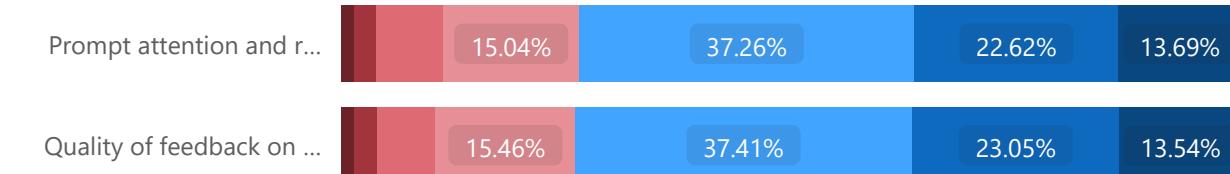
#### Importance

● Not at all Important ● Not Important ● Neutral ● Important ● Extremely Important



#### Satisfaction

● Extremely Dissatisfied ● Very Dissatisfied ● Dissatisfied ● Neutral ● Satisfied ● Very Satisfied ● Extremely Satisfied


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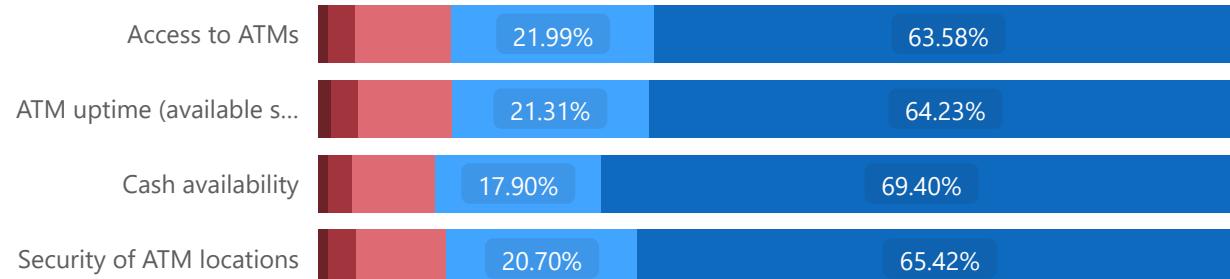
## CUSTOMER EXPERIENCE: ATMs and Branches

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**Select Zone**
**Select Location**
**Select Bank**
**All**
**All**
**All**
**Select Gender**
**Female**
**Male**

### ATMs

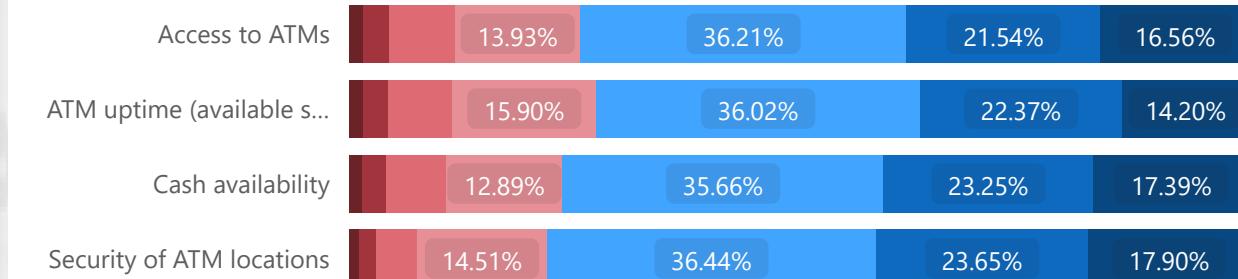
#### Importance

● Not at all Important ● Not Important ● Neutral ● Important ● Extremely Important



#### Satisfaction

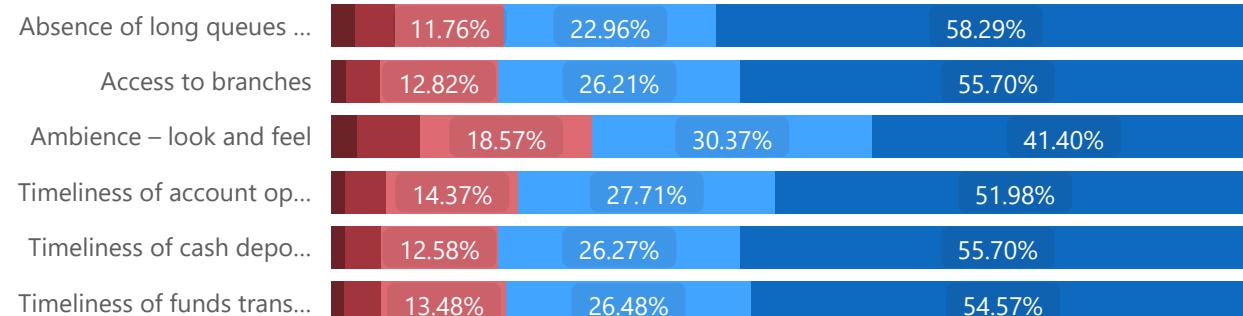
● Extremely Dissatisfied ● Very Dissatisfied ● Dissatisfied ● Neutral ● Satisfied ● Very Satisfied ● Extremely Satisfied



### Branches

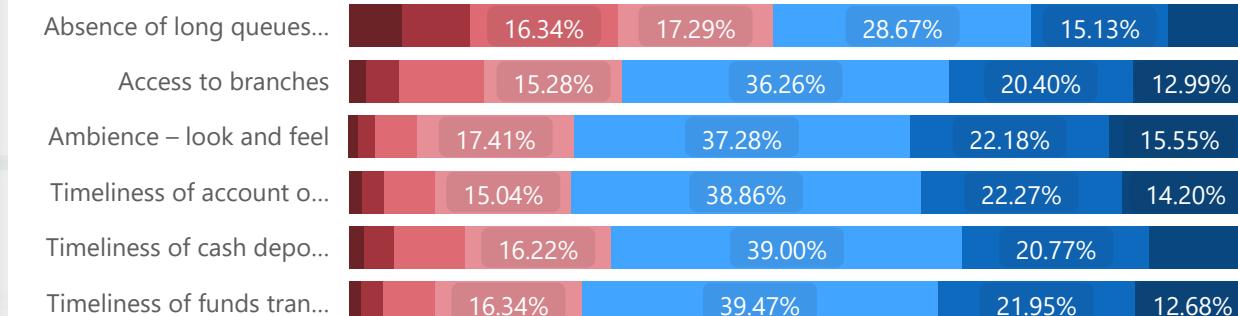
#### Importance

● Not at all Important ● Not Important ● Neutral ● Important ● Extremely Important



#### Satisfaction

● Extremely Dissatisfied ● Very Dissatisfied ● Dissatisfied ● Neutral ● Satisfied ● Very Satisfied ● Extremely Satisfied


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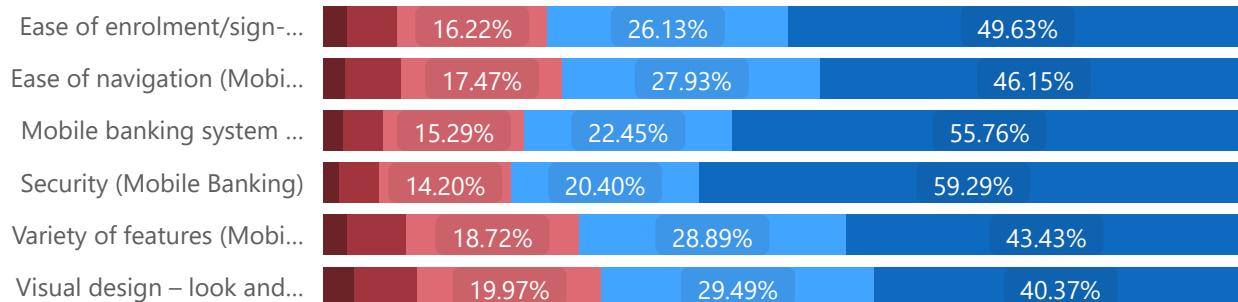
## CUSTOMER EXPERIENCE: Mobile (Via Apps) and Internet Banking

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**Select Zone**
**Select Location**
**Select Bank**
**All**
**All**
**All**
**Select Gender**
**Female**
**Male**

### Mobile Banking (Via Apps)

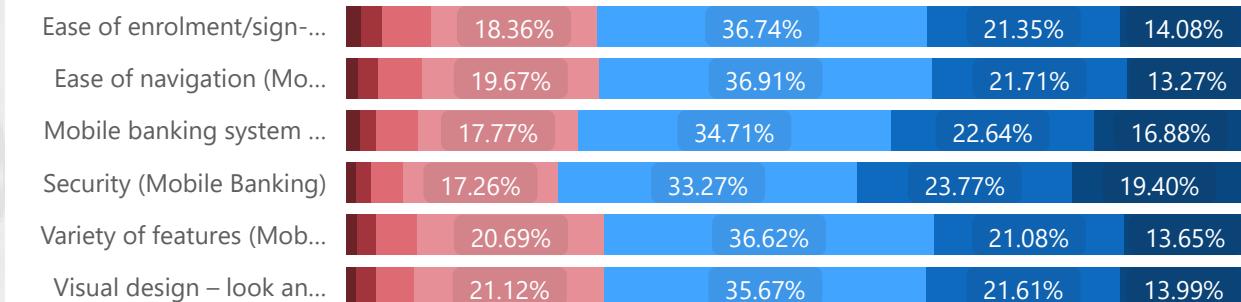
#### Importance

● Not at all Important ● Not Important ● Neutral ● Important ● Extremely Important



#### Satisfaction

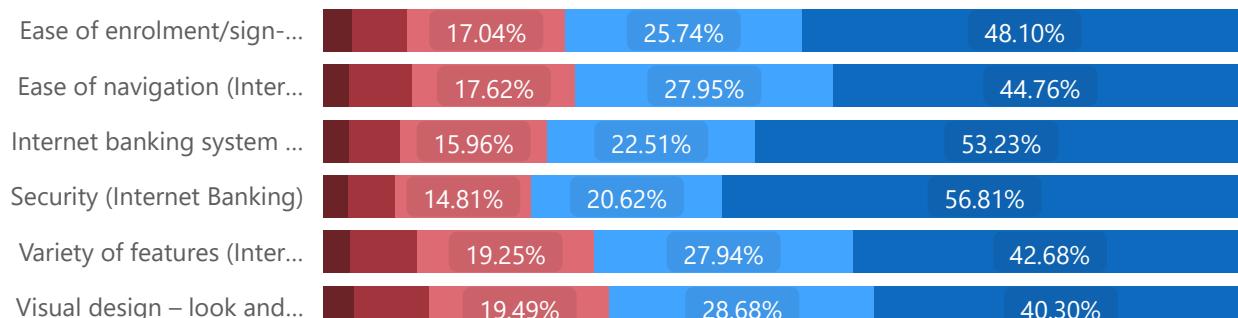
● Extremely Dissatisfied ● Very Dissatisfied ● Dissatisfied ● Neutral ● Satisfied ● Very Satisfied ● Extremely Satisfied



### Internet Banking

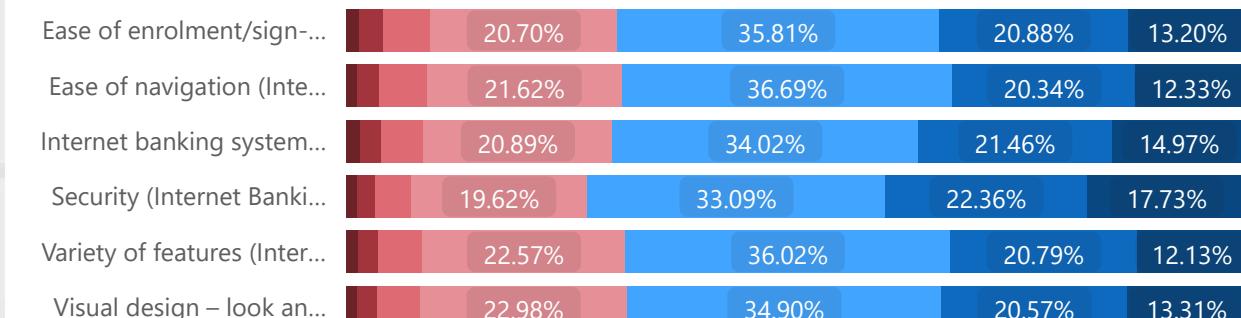
#### Importance

● Not at all Important ● Not Important ● Neutral ● Important ● Extremely Important



#### Satisfaction

● Extremely Dissatisfied ● Very Dissatisfied ● Dissatisfied ● Neutral ● Satisfied ● Very Satisfied ● Extremely Satisfied


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## CUSTOMER EXPERIENCE: Cards and Executional Efficiency

Select Zone

Select Location

Select Bank

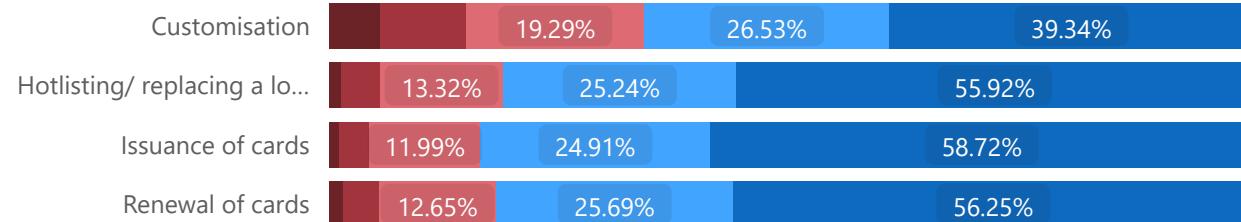
Select Gender

### Cards (Debit/Credit)

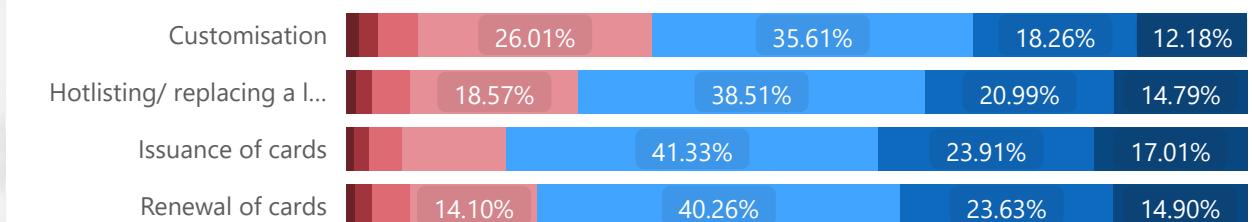
#### Importance

- Not at all Important
- Not Important
- Neutral
- Important
- Extremely Important



#### Satisfaction

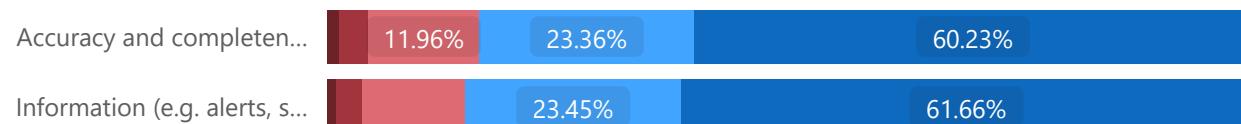
- Extremely Dissatisfied
- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied
- Extremely Satisfied



### Executional Efficiency

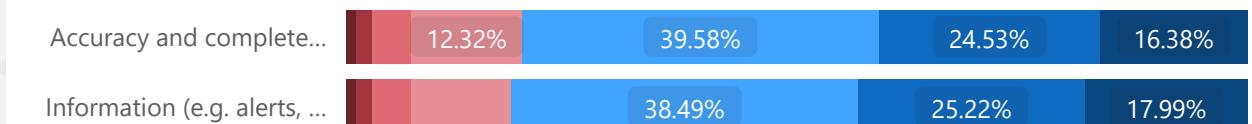
#### Importance

- Not at all Important
- Not Important
- Neutral
- Important
- Extremely Important



#### Satisfaction

- Extremely Dissatisfied
- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied
- Extremely Satisfied



## CUSTOMER EXPERIENCE: Call Centre and Social Media

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Select Zone

Select Location

Select Bank

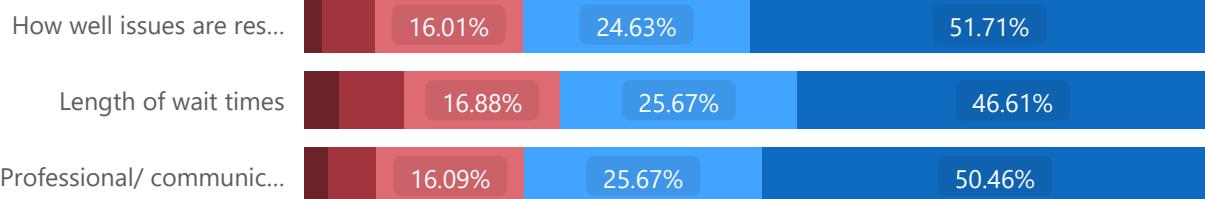
Select Gender



### Call Centre

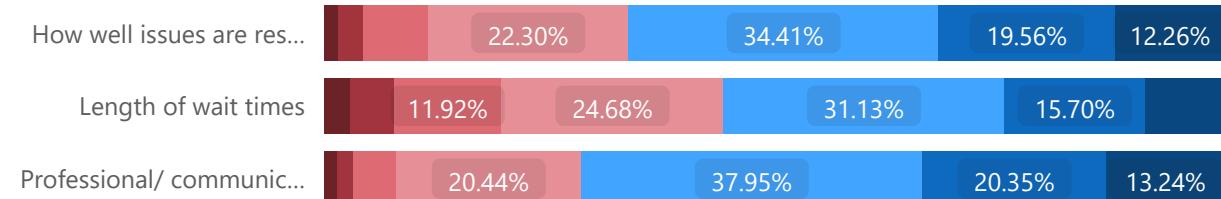
#### Importance

● Not at all Important ● Not Important ● Neutral ● Important ● Extremely Important



#### Satisfaction

● Extremely Dissatisfied ● Very Dissatisfied ● Dissatisfied ● Neutral ● Satisfied ● Very Satisfied ● Extremely S...



### Social Media

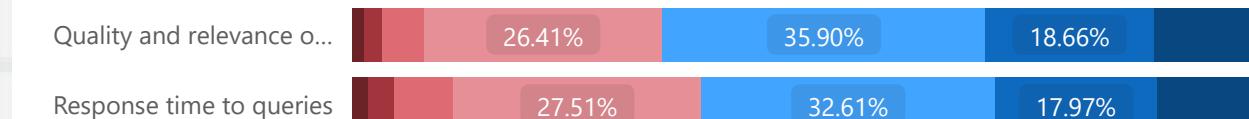
#### Importance

● Not at all Important ● Not Important ● Neutral ● Important ● Extremely Important



#### Satisfaction

● Extremely Dissatisfied ● Very Dissatisfied ● Dissatisfied ● Neutral ● Satisfied ● Very Satisfied ● Extremely S...


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## CUSTOMER EXPERIENCE: Products, Ease of Getting Credit Facilities and Value for Money

Select Zone

All

Select Location

All

Select Bank

All

### Products

Select Gender

Female

Male

#### Importance

- Not at all Important
- Not Important
- Neutral
- Important
- Extremely Important



#### Satisfaction

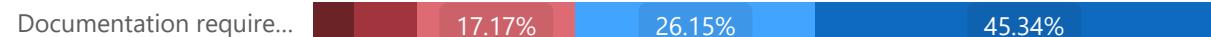
- Extremely Dissatisfied
- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied
- Extremely Satisfied



### Ease of Getting Credit Facilities

#### Importance

- Not at all Important
- Not Important
- Neutral
- Important
- Extremely Important



#### Satisfaction

- Extremely Dissatisfied
- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied
- Extremely Satisfied



### Value for Money

#### Importance

- Not at all Important
- Not Important
- Neutral
- Important
- Extremely Important



#### Satisfaction

- Extremely Dissatisfied
- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied
- Extremely Satisfied

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