

Customer Service at the Bank

Hello my name is Samuel and I am doing a project about people's past and current experience with the customer service at the bank. This is for my Data Analytics bootcamp so all information gathered is just for academic purposes and won't be publicly shared. It should only take 5 minutes to complete, so I would really appreciate the help!

P.S.: This survey contains credits to get free survey responses at SurveySwap.io

* Required

1. Age *

2. Highest educational Level *

Mark only one oval.

☐ High school Diploma

☐ Bachelors

☐ Masters

☐ PHD

☐ Other:

3. Marital status *

Mark only one oval.

☐ Married

☐ Single

☐ Divorced

☐ Widow/widower

☐ Other:

4. Location *

Mark only one oval.

- ☐ Europe
- ☐ North America
- ☐ South America
- ☐ Asia
- ☐ Africa
- ☐ Australia
- ☐ Other: _____

5. Occupation *

Mark only one oval.

- ☐ Administrative
- ☐ Technician
- ☐ Services
- ☐ Self-employed
- ☐ Retired
- ☐ Student
- ☐ Unemployed
- ☐ Manager
- ☐ Blue collar
- ☐ Other: _____

6. Annual income(optional)

7. Do you have a bank account? *

Mark only one oval.

☐ Yes *Skip to question 8*

☐ No

Banking Experience

8. Name of your bank *

9. Which branch service channel do you use the most? *

Mark only one oval.

☐ Branch banking

☐ Bank ATM

☐ Mobile banking app

☐ Online banking

10. Preferred contact with your bank *

Mark only one oval.

☐ Telephone

☐ Email

☐ In person (at the branch)

11. What do you look for in a bank? (Select all that apply) *

Check all that apply.

- ☐ Multiple branches
- ☐ Customer service
- ☐ Proximity
- ☐ Products offered
- ☐ Other: _____

12. How long on average did it take the support team to respond to you ? (in minutes) *

13. What do you feel about the overall service quality of your bank? *

Mark only one oval.

| | | | | | | |
|-------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-------|
| | 1 | 2 | 3 | 4 | 5 | |
| Awful | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Great |

14. Was the support useful? *

Mark only one oval.

| | | | | | | |
|-------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Not useful at all | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Very useful |

15. Would you recommend your bank to families and friends *

Mark only one oval.

☐ Yes

☐ No

16. If no, what bank would you recommend?

17. How likely are you to continue using your current bank? *

Mark only one oval.

| | 1 | 2 | 3 | 4 | 5 | |
|---------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-------------|
| Very unlikely | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Very likely |

18. Where do you feel the bank needs improvement? (Select all that apply) *

Check all that apply.

☐ Customer service

☐ Product range offered

☐ Easy credit/loans

☐ Proper information about products

☐ Net banking

☐ Other:

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