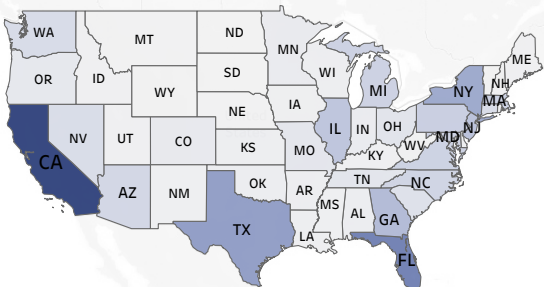


2023 Consumer Complaints For Bank of America in California

Despite strides in service improvement, California still faces significant consumer complaints. This analysis identifies key trends and offers targeted recommendations.

Approximately **20.96%** of the total complaints in the US came from **California**.



© 2024 Mapbox © OpenStreetMap

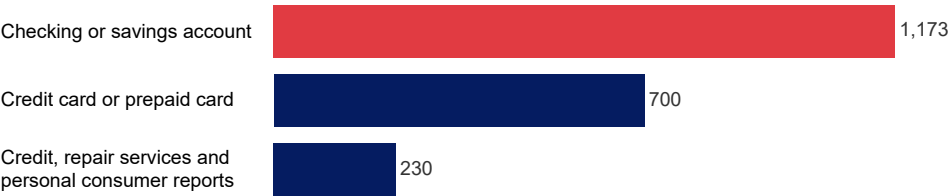
US Total Complaints

14,302

California Total Complaints

2,994

Top Priority for 2024: Major Complaints regarding Products

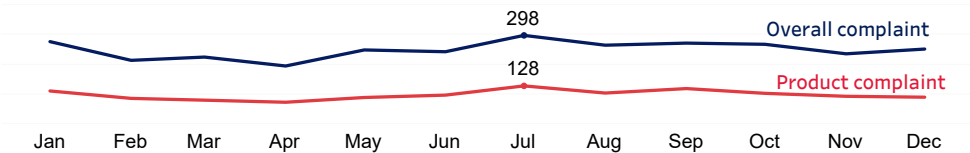


Complaints regarding 'Checking or Savings Account' Product



Monthly Complaint Analysis: Trends and Problems with Checking or Savings Accounts Product

The high number of complaints in July, for Checking or Savings Accounts, coincided with the CFPB's enforcement action and a \$100 million payout to consumers on 11/07/2023.



Recommendation

Bank of America should train staff on account management, ensure clear communication, create a specialized support team, and collect customer feedback to tackle complaints moving forward.

Source: Consumer Financial Protection Bureau (CFPB)