

Banking Customer Survey

The objective of the research is to determine which strategies can be used to increase the satisfaction level of retail bank customers as a result of a product launch. This survey is targeted at undergraduate students in Hong Kong and Macau.

Your participation is highly appreciated. Please note that all the information provided by you will be treated with strict confidentiality.

***Required**

LILYWHITES BANK PLC

1. Are you currently pursuing a degree in Hong Kong or Macau? *

Mark only one oval.

- ☐ Yes, in Hong Kong *Skip to question 2*
- ☐ Yes, in Macau *Skip to question 4*

Personal Particulars (HK)

2. Which tertiary education institutions do you currently attend? *

Mark only one oval.

- ☐ City University of Hong Kong (CityU)
- ☐ Hong Kong Baptist University (BU)
- ☐ Lingnan University (LU)
- ☐ The Chinese University of Hong Kong (CUHK)
- ☐ The Education University of Hong Kong (EduHK)
- ☐ The Hong Kong Polytechnic University (PolyU)
- ☐ The Hong Kong University of Science and Technology (HKUST)
- ☐ The University of Hong Kong (HKU)
- ☐ Other: _____

3. Do you use any banking service? *
- For example, credit card, term deposit and personal loans, etc.

Mark only one oval.

☐ Yes *Skip to question 6*

☐ No *Skip to question 19*

Personal Particulars (Macau)

4. (For Macau Students) Which tertiary education institutions do you currently attend *

Mark only one oval.

☐ Academy of Public Security Forces

☐ City University of Macau

☐ Kiang Wu Nursing College of Macau

☐ Macau Institute of Management

☐ Macao Institute for Tourism Studies

☐ Macau Millennium College

☐ Macau Polytechnic Institute

☐ Macau University of Science and Technology

☐ University of Macau

☐ University of Saint Joseph

☐ Other: _____

5. Do you use any banking service? *
- For example, credit card, term deposit and personal loans, etc.

Mark only one oval.

☐ Yes *Skip to question 7*

☐ No *Skip to question 19*

Skip to question 7

Experience in Banking (Hong Kong)

6. Which banks do you use? (Multi-answers allowed)

Tick all that apply.

- ☐ Bank of China (Hong Kong) Limited (BOC)
- ☐ Bank of Communications (Hong Kong) Limited
- ☐ The Bank of East Asia, Limited (BEA)
- ☐ China CITIC Bank International Limited
- ☐ China Construction Bank (Asia) Corporation Limited (CCB)
- ☐ Chiyu Banking Corporation Limited
- ☐ Chong Hing Bank Limited
- ☐ Citibank (Hong Kong) Limited (Citi)
- ☐ CMB Wing Lung Bank Limited
- ☐ Dah Sing Bank, Limited
- ☐ DBS Bank (Hong Kong) Limited (DBS)
- ☐ Fubon Bank (Hong Kong) Limited
- ☐ Hang Seng Bank, Limited
- ☐ The Hongkong and Shanghai Banking Corporation Limited (HSBC)
- ☐ Industrial and Commercial Bank of China (Asia) Limited (ICBC)
- ☐ Nanyang Commercial Bank, Limited
- ☐ OCBC Wing Hang Bank Limited
- ☐ Public Bank (Hong Kong) Limited
- ☐ Shanghai Commercial Bank Limited
- ☐ Standard Chartered Bank (Hong Kong) Limited (SCB)
- ☐ ZA Bank Limited

Other: ☐ _____

Skip to question 8

Experience in Banking (Macau)

7. Which banks do you use? (Multi-answers allowed)

Tick all that apply.

- ☐ Banco Comercial de Macau (BCM)
- ☐ Banco Delta Asia Limited
- ☐ Banco Nacional Ultramarino (BNU)
- ☐ Banco Well Link
- ☐ Bank of China Limited (BOC)
- ☐ China Construction Bank (Macau) Corporation Limited (CCB)
- ☐ Industrial and Commercial Bank of China (Macau) (ICBC)
- ☐ Luso International Banking Limited
- ☐ OCBC Wing Hang Bank Limited
- ☐ Tai Fung Bank Limited
- ☐ The Macau Chinese Bank Ltd.

Other: ☐ _____

Skip to question 8

Experience in Banking

8. How often do you use Branch services once? *

Please answer the frequency of using Branch services in terms of days, example: Usually use Branch services every 5 days, write down "5"

9. How long do you usually spend on a single time of Branch service? *

Please answer the time length of using branch service in terms of minutes.

10. How often do you use Digital services once? *

Please answer the frequency of using Digital services in terms of days, example: Usually use Digital services every 5 days, write down "5"

11. How long do you usually spend on a single time of Digital service? *

Please answer the time length of using branch service in terms of minutes.

Satisfaction levels of banking products;

14. If there is the banking product(s) that you want to rate but not listed above, please list and rate here.

A fictional example: If you are dissatisfied by term deposits, however it is not listed above, please write 'Term deposits dissatisfied'.

15. Are you considering switching to another bank(s) or opening an account in another bank? *

Mark only one oval.

☐ Yes

☐ No

16. Do you agree or disagree that the following elements are the factors of switching to other banks or opening an account in another bank? *

Mark only one oval per row.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Accessibility of branches and ATMs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E-banking functionality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Efficiency at branches	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friendliness of staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of products and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Simple structure and payment schedules	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transparent pricing of products/ services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Understandable products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. Do the bank(s) that you are using achieve satisfaction with the following elements? *

Mark only one oval per row.

	Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Strongly dissatisfied
Accessibility of branches and ATMs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E-banking functionality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Efficiency at branches	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friendliness of staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of products and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transparent pricing of products/ services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Simple structure and payment schedules	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Understandable products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. Please write any potential factors of switching to another bank not listed in the above question.
e.g. The fee of products and usage of jargons may affect my impression to the bank

19. Which type of banking services do you prefer, digital or physical? *

Some banks provide digital platforms (website or mobile application) for simple banking services. Physical ways of using banking services can be ATMs or going branches in person.

Mark only one oval.

- ☐ Digital
- ☐ Physical
- ☐ Neutral

20. Are you aware of your bank's technological development in banking services? *

Mark only one oval.

- ☐ Yes
- ☐ No

21. Do you favour or oppose combining technology with banking services? *

Mark only one oval.

- ☐ Favour
- ☐ Oppose

22. Do you favour or oppose that the bank that you use provide more personalized services with aid of your data? *

For example, the bank can provide savings and investment advice based on the life stage and the goal of the customers.

Mark only one oval.

- ☐ Favour
- ☐ Oppose

23.

Do you trust or distrust sharing customer data with the business partners of the bank for more personalized services? *

so that the bank introduces lifestyle services, such as Integrated transport & travel booking features within bank app and Coupons for shops and restaurants. With access to your health data in your phone, the healthcare partners can give you suitable advice.

Mark only one oval.

☐ Trust

☐ Distrust

24.

Do you trust or distrust that banking services combined with technology can provide the following values? *

Mark only one oval per row.

	Trust	Distrust
Financial stability of the bank	<input type="radio"/>	<input type="radio"/>
Innovative services	<input type="radio"/>	<input type="radio"/>
Personalized experience/ services	<input type="radio"/>	<input type="radio"/>
Platform Stability & Functionality	<input type="radio"/>	<input type="radio"/>
Reliability (Data security, likelihood of failures)	<input type="radio"/>	<input type="radio"/>
Simple process	<input type="radio"/>	<input type="radio"/>

25. Do you favour or oppose the following banking products or services in the market? *

Digital cheque deposit can be e-Cheque (Both cheque writing and deposit processes totally online) or Mobile Cheque Deposit (Deposit by sending the photo to the mobile banking platform). An overdraft occurs when money is withdrawn from a bank account and the available balance goes below zero.

Mark only one oval per row.

	Favour	Oppose
Digital cheque deposit	<input type="radio"/>	<input type="radio"/>
E-wallet and Fast payment systems	<input type="radio"/>	<input type="radio"/>
Financial literacy programmes	<input type="radio"/>	<input type="radio"/>
Personalised rewards offered by business partners	<input type="radio"/>	<input type="radio"/>
Overdrafts	<input type="radio"/>	<input type="radio"/>
Student loans	<input type="radio"/>	<input type="radio"/>

26. Are there any banking products that you want but they are not listed above?
It can be unrelated to technology such as student loans or overdrafts.

27. Do you have any opinion/ suggestion for banking services?
For example, the improvement of financial products currently provided and ideas of new banking products/ services?

28. Sex *

Mark only one oval.

☐ Female

☐ Male

☐ Other: _____

29. Age *

Please fill your age in integer form

30. Are you a local student? If you are an international student, please fill your nationality in 'Other...!'. *

Mark only one oval.

☐ Yes, I'm a local student.

☐ Other: _____

31. What year are you in *

Mark only one oval.

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

☐ 6

32. Which faculty do you belong to? *

Mark only one oval.

- ☐ Faculty of Arts
- ☐ Faculty of Business Administration
- ☐ Faculty of Education
- ☐ Faculty of Engineering
- ☐ Faculty of Law
- ☐ Faculty of Medicine
- ☐ Faculty of Science
- ☐ Faculty of Social Science
- ☐ Other: _____

33. Do the subjects you studied in tertiary education related to finance? *

Mark only one oval.

- ☐ Yes
- ☐ No

Opinion on the survey

34. Please fill your opinion on this survey (Optional)

For example, I would suggest require less numerical values, provide options of ranges instead. Thank you very much!

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