

## Potential standard presentation of service quality indicators

On 9 August 2016 we published the retail banking [final report](#). This set out our adverse effects on competition (AEC) findings and our decisions on the measures we are requiring be put in place to remedy the AECs we found. We are now in the process of implementing our remedies.

Our service quality remedy will require banks to collect and publish information on their service quality to enable customers to more easily compare providers. In our [final report](#) we said that we would conduct research to inform the requirements we will put on banks in terms of the presentation of the service quality information. We commissioned Research Works to undertake customer research and on 14 October 2016 we published a [presentation of Research Works findings](#) on our case page. (This report also includes the findings from parallel customer research conducted to inform how banks should describe the monthly maximum charge (MMC) remedy we are putting in place for unarranged overdrafts.)

These findings have informed our thinking on the most effective way to present the mandated service quality indicators. The below illustrations set out a potential presentation of service quality indicators, as they may look on posters in branches.

We now seek your comments on the attached presentation both for posters in branches, as well as for publication on mobile and online banking websites and in information leaflets setting out the features and benefits of current accounts (paragraph 13.133 of our [final report](#) outlines where providers should publish service quality indicators).

Any comments on our general approach to the display of service quality indicators and the potential design should be provided to the CMA ([retailbanking@cma.gsi.gov.uk](mailto:retailbanking@cma.gsi.gov.uk)) by **Monday 31 October 2016**.

19 October 2016

## Independent Current Account Quality Rankings

### Proportion of customers who would recommend their banks to friends and family



Independent survey by [survey co.]. Minimum 100 customers surveyed for each bank

### Proportion of customers who would recommend the following services to friends and family

#### Online and mobile banking



#### Overdraft services



#### Services in branches



Find out more at: [www.website.co.uk](http://www.website.co.uk)



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# Independent Business Current Account Quality Rankings

## Proportion of SMEs who would recommend their bank to other SMEs



Independent survey by [survey co.]. Minimum 100 customers surveyed for each bank

## Proportion of SMEs who would recommend the following services to other SMEs

### Online and mobile banking



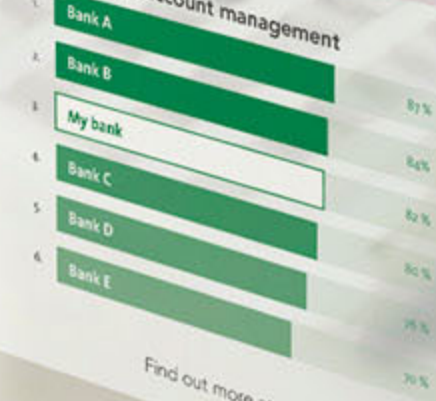
### Overdraft and SME loan services



### Services in branches



### Relationship/account management



Find out more at: [www.website.co.uk](http://www.website.co.uk)