

# Customer Satisfaction Consumer Banking in New Zealand Quarterly Report

March 2019



ROY  
MORGAN

# Table of Contents

**ROY MORGAN**.....2  
 Customer Satisfaction: Top Ranked Financial Institutions.....4

**CUSTOMER SATISFACTION**

Customer Satisfaction: Overview.....6  
 Customer Satisfaction: Long Term Trends .....7  
 Customer Satisfaction: Recent Trends .....8

**MAIN FINANCIAL INSTITUTION SATISFACTION**

Main Financial Institution (MFI) Satisfaction: Overview ..... 10  
 Main Financial Institution (MFI) Satisfaction: Long Term Trends..... 11  
 Main Financial Institution (MFI) Satisfaction: Recent Trends..... 12

**GLOSSARY** .....13  
**HOW WE COLLECT SINGLE SOURCE DATA** .....15



# Roy Morgan

## Introduction

This report provides an indication of satisfaction trends (long and short term) in the consumer banking industry in New Zealand.

This report is available to all current subscribers of finance satisfaction data (national coverage) which is collected as part of Roy Morgan Single Source with the intention of providing a standard comparable measure across the industry. From the January 2014 report, the satisfaction result for ANZ was updated to include the National Bank of New Zealand.

## About Roy Morgan

Roy Morgan has been operating in New Zealand for over 15 years. Roy Morgan operates in Australia, Indonesia, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan has more than 75 years experience in collecting objective, independent information on consumers. Roy Morgan offers the full range of research services including CATI and Web Panel support along with Qualitative research. Roy Morgan are specialists in recontact customised surveys which provide invaluable and effective qualitative and quantitative information regarding customers and target markets.

## Roy Morgan Single Source

Roy Morgan Single Source has been designed and engineered to represent the ideal single source model. It provides an integrated understanding of consumers; what they are like, what they consume, what they buy, what they think, what they want, what they watch, read and listen to. In New Zealand, Roy Morgan Single Source incorporates over 12,000 telephone interviews throughout all regions of New Zealand each year. A further 6,000 online interviews (CAWI) provide enriched detail of consumption habits and attitudes.

The overriding benefit of Roy Morgan Single Source is the strategic insights it affords by the linkage of so many aspects. Not only can an organisation's profitable customers be delineated by what they think, do, watch, but so can non-customers. Hence brand positioning, product differentiation, merchandising, efficient media planning, market expansion and line extension opportunities can all be considered in the light of correct understanding of the marketplace.

# Roy Morgan

## Customer Satisfaction Survey

Customer Satisfaction Survey results are collected for Banking Customers in the Roy Morgan Self-Completion Survey.

### Data to October 2014

The initial sample for data up to October 2014 was collected by sampling both Mobile and Landline Telephone numbers using Random Digit Dial. During this survey, respondents were recruited to complete a further Self-Completion Survey with a monthly sample of approximately n = 1,000. Further details on the processing methodology for the period up to and including October 2014 can be found on the Roy Morgan Website at this address:

<http://www.roymorgan.com/products/single-source/single-source-fact-sheets>

### November 2014 to March 2015

Telephone interviewing was conducted through this period to collect respondent details and other monthly data including Consumer Confidence data and Morgan Poll data. The Self-Completion survey was not administered through this period.

### Data from April 2015

Telephone interviewing is conducted onwards to collect respondent details and other monthly data including Consumer Confidence data and Morgan Poll data.

Self-Completion CAWI surveys are emailed to participating respondents who agree to complete the survey on-line. Data is collected for all of New Zealand and projected to the National and Regional populations on a quarterly basis. The approximate annual sample is 6,000. This compares with the approximate annual sample of 12,000 in the period up to October 2014.



ROY  
MORGAN

Please direct any queries to [enquiries@roymorganonlinestore.com](mailto:enquiries@roymorganonlinestore.com)  
Roy Morgan – Tonic House, 386 Flinders Lane, Melbourne VIC 3000  
Telephone: +1800 633 813  
© Roy Morgan