



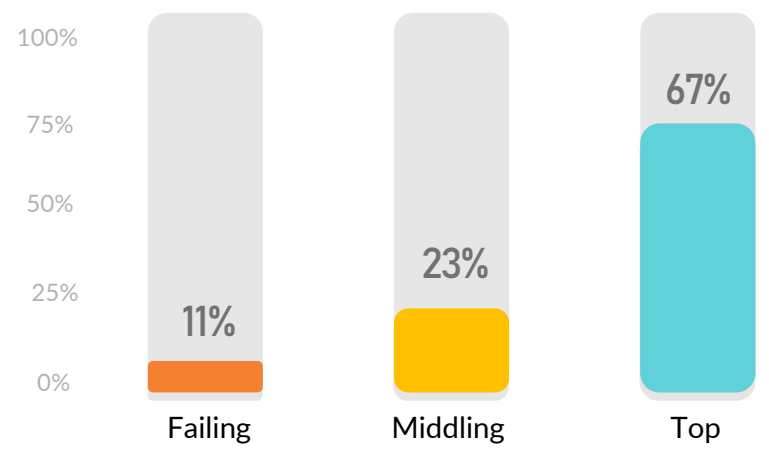
# TOP FSI BRANDS SECRET

Why are **Top FSI Brands** performing better than their competitors?

We categorized brands based on survey feedback into three groups:

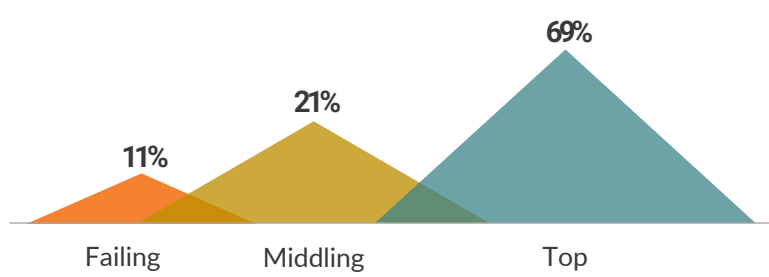
- **Top Brands:** High customer praise and perception.
- **Middling Brands:** Generally satisfied customers but lacking impact.
- **Failing Brands:** Indifference or negative sentiment from customers.

## Exceptional Support Experience by Brand Tiers



These **Top Brands** understand that customers don't rate an experience as exceptional just because it's quick. **Top Brands** are:

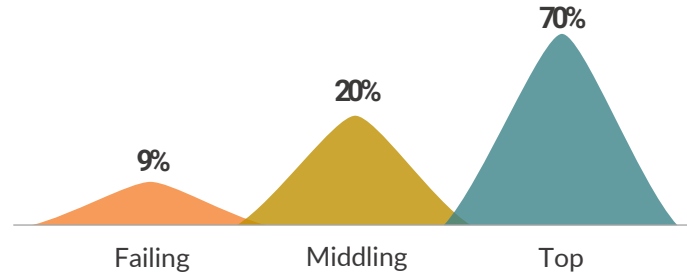
### Exceptional Professionalism by Brand Tiers



**3.3x**

more likely to conduct themselves in a highly professional manner.

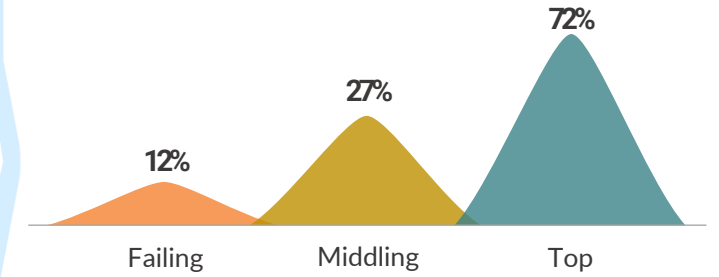
### Minimal Effort by Brand Tiers



**3.6x**

more likely to deliver an experience that is effortless.

### Exceptional Knowledge by Brand Tiers



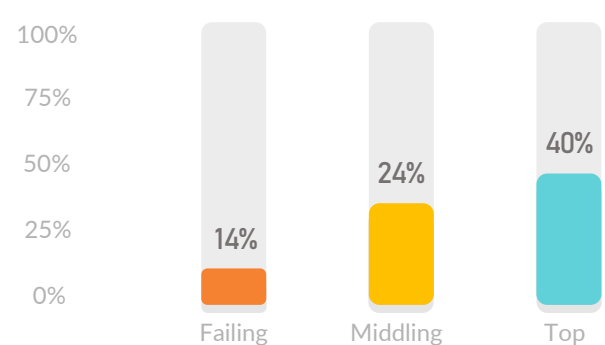
**2.7x**

more likely to demonstrate a deep level of knowledge of their products/services.

How do **Top FSI Brands** create these positive feelings in customers?

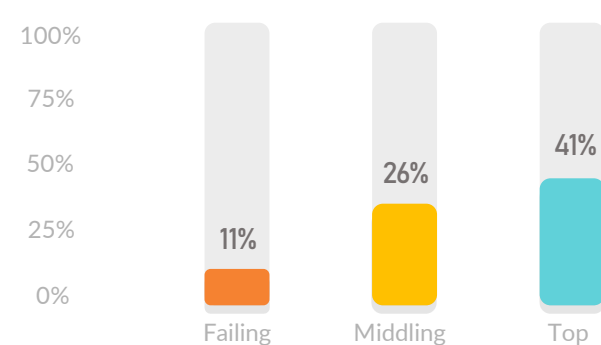
1.

They avoid asking repetitive questions.



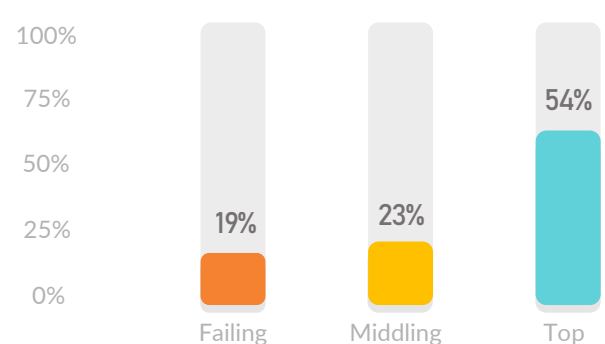
2.

They make switching between channels easy.



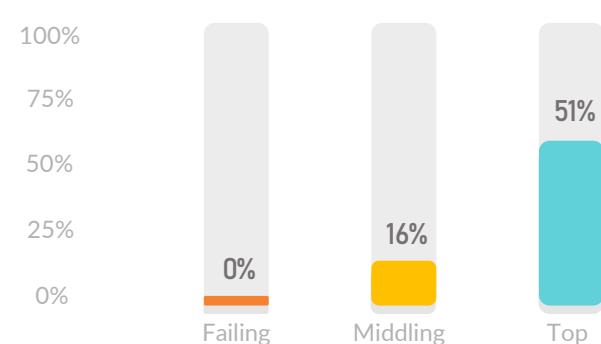
3.

They provide an easy phone experience.



4.

They have a user-friendly mobile app.



All FSI brands show highest levels of professionalism when handling account management requests, but not so much for billing and payments

Account Management and Billing and Payment are the top two reasons that customers contact their FSI branches. Despite Billing and Payment being one of the top two reasons for contact only 26% of customers are exceptionally satisfied with their support experience.

Due to this low satisfaction, only 22% report that after such a support request their brand loyalty improved while 41% said it did not improve.

### Account Management

Volume 20%  
Satisfaction 46%

### Billing and Payment

Volume 18%  
Satisfaction 26%

### INFLUENCE OF BILLING & PAYMENT ON BRAND LOYALTY

