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# Smaller and niche banks have the most satisfied customers in the Dutch banking market

EPSI Rating Group has conducted market research in Europe since 1999. For the third time EPSI Rating Group now presents a comprehensive industry study for the banking sector in the Netherlands, covering both personal and corporate banking.

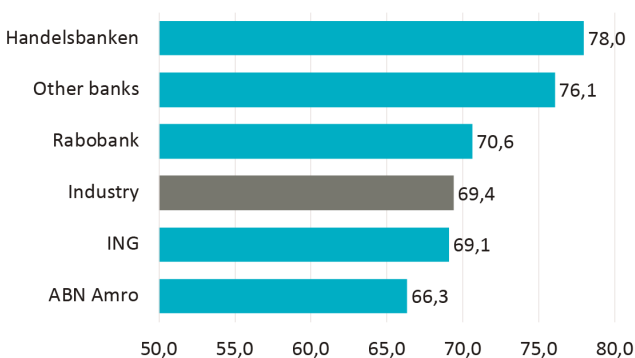
The general level of customer satisfaction in the Dutch banking sector remains relatively high, slightly increasing compared to last year. The pattern in the European market that smaller and niche providers have more satisfied customers is sustained.

The group "Others" stand for the biggest change in this year's results, now having the highest customer satisfaction for corporate customers. Handelsbanken remains on top regarding personal customers. Small providers in general and Handelsbanken in particular seem to fulfill its strong value proposition and customers rate their image and service delivery very high.

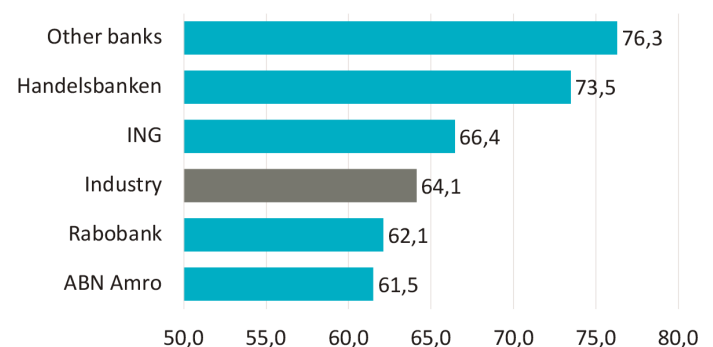
Image dimensions such as business ethics, sustainable development and social responsibility are challenging for the European banking industry in general and the big actors in particular.

The same pattern could be seen in the Netherlands. The big providers do however have relatively good customer satisfaction, on similar levels as last year. ING is the exception, as there is an increase in customer satisfaction for both personal and corporate customers.

**EPSI Customer Satisfaction Personal banking 2018**



**EPSI Customer Satisfaction Corporate banking 2018**



According to the EPSI index model, the satisfaction score ranges from 0 to 100. A score above 75 indicates a very strong customer relationship with very satisfied customer. A score below 60 indicates customer dissatisfaction.

**Data collection**

August-September 2018  
 972 interviews personal customers  
 847 interviews corporate customers