

Poland

Polish customers in the financial market – dissatisfied or enthusiastic?

Are the Poles happy with the services they receive from banks? Are they loyal towards their banks? How does the level of satisfaction with banks compare with levels of satisfaction with other service providers?

To answer this question and find out what Poles think about the quality of service, we carried out research in eleven sectors, ranging from banking and insurance services to the Police and Municipal Offices. What did the research show? The main conclusion that can be reached is that there is a distinct difference in the perceived quality of service in the public sector (police, postal service, municipal authorities, the tax office) and the private sector (banks, insurance, restaurants, retail). The commercial sector definitely takes more care to ensure a high quality of customer service and this is reflected in the better results.

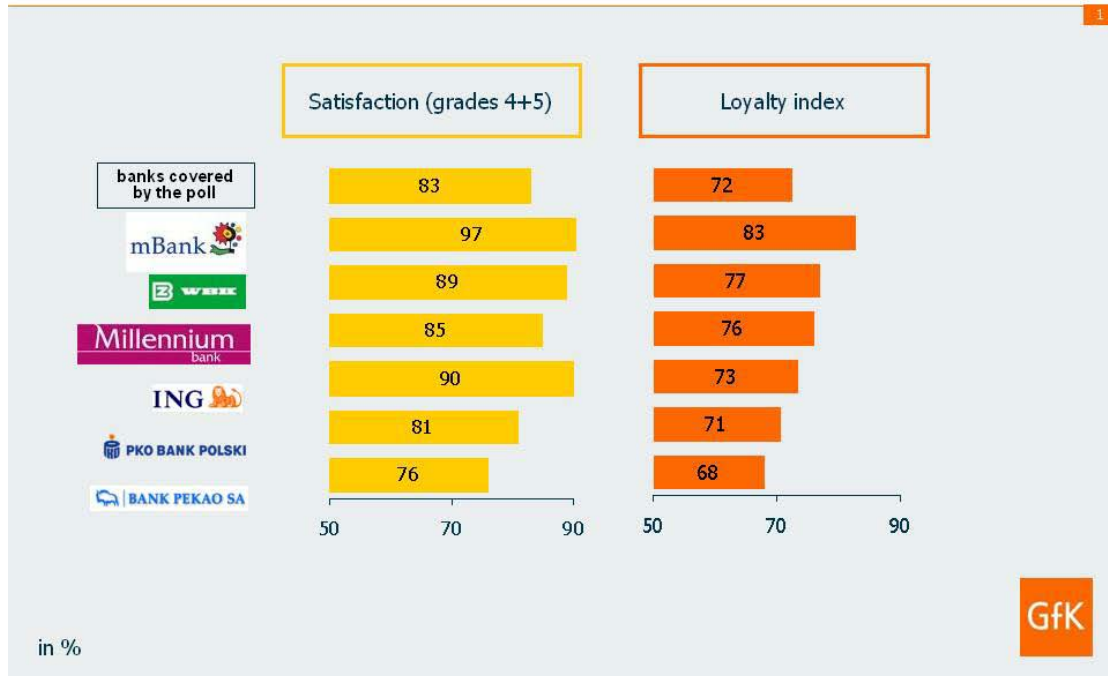
The level of satisfaction with banking services in Poland is very high: a total of 83 percent of customers are satisfied, of which almost one third are highly satisfied. Distinct differences can also be seen between the most popular Polish banks: from 76 percent customer satisfaction with Pekao (UniCredit Group) to 97 percent customer satisfaction with the internet bank mBank.

But does this high level of satisfaction translate into customer loyalty? Not really - and this is evidenced, on the one hand, by the result for the loyalty index, at 72 points, and, on the other, by the success of advertising campaigns conducted by banks to encourage transfers of personal accounts. A good example is BZ WBK, which last year announced that it had gained 144 thousand new accounts, opened during a three-month advertising campaign for personal accounts with Gerard Depardieu.

When we examine the group of disloyal customers more closely (score below 65 points), it is worth emphasising that they represent as many as one fifth of the users of banking services, most often men between thirty and forty years of age with earnings above the national average and with families. These customers are also dissatisfied with the service provided by their bank, and the NPS for this group is -70! As in the case of the satisfaction index, the two largest banks, Pekao and PKO BP, have the worst customer retention record whilst the best customer retention is: mBank.

These findings are good news for any new players considering entering the Polish banking market or banks who wish to increase their current market share, because they show that the Polish market continues to be open to competition and rivalry between companies and the customers can still be tempted with a better offer, with customer services or promotions.

Customer satisfaction and loyalty to banks - 2010

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