

# THE BANK

# REPUTATION INDEX

AN EAST & PARTNERS / DAYMARK PR INDEX

Reputation has become a key driver of bank performance in business markets post the GFC. High reputational positioning drives customer retention and acquisition, improves wallet share and cross-sell gains. Poor reputational positioning leaks customers and products to competitors.

The Bank Reputation Index (BRI) is a quarterly index of business customer views on bank reputation, based on interviews conducted Australia-wide with a structured sample of over 1300 companies covering the entire business market of enterprises turning over A\$1m and above per annum.

The Index provides a monitor of key reputational drivers. The BRI monitors customer perceptions of their own and competitor banks and delivers strong guidance on competitive positioning every quarter. Respondents are interviewed on their perceptions of business banking in Australia and the reputation of retail banking.

Insights from the Banking Reputation Index (BRI) include:

- Areas to assist accelerated business customer acquisition
- Triggers for increased mind and wallet share
- Factors to drive increased stakeholder loyalty
- Attributes which retain employees and attract best of industry talent
- Ways to enhance strategic positions with business customers within a competitive environment

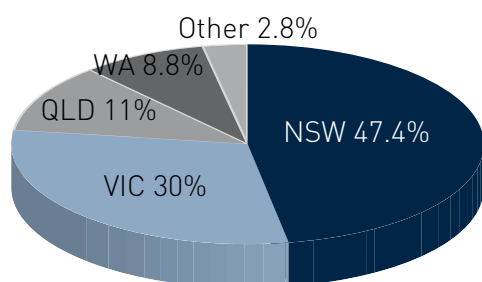
## BRI METHODOLOGY

Direct interviews are conducted with approximately 1325 businesses based on a structured sample frame covering the Australian business population nationally, comprising:

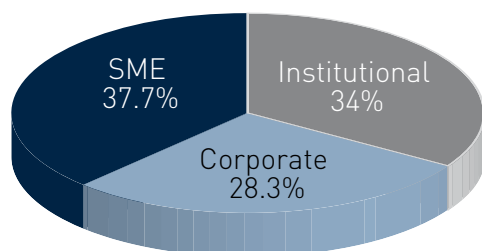
- **SME** - 500 (A\$1-20 million turnover enterprises)
- **Corporate** - 375 (A\$20-530 million turnover enterprises)
- **Institutional** - 450 (A\$530 plus million turnover enterprises)

The sample size allows the analysis to be segmented by State, enterprise segment and bank by bank within a client report.

## SURVEY GEOGRAPHICAL DISTRIBUTION



## SURVEY SEGMENT DISTRIBUTION



## ABOUT THE THE INDEX

The Banking Reputation Index is a joint initiative between East & Partners and Daymark Public Relations.

**East & Partners** is a leading specialist market research and analysis firm working in Asia Pacific's corporate, investment, business and SME banking and financial service-markets, providing both multiclient and bespoke research and consulting services to client banks and financial services providers.

**Daymark** is a specialist Australian public relations company focussed on improving the reputation of their varied clients. With over 20 years experience in the public relations field, Daymark is in a prime position to understand the links between reputation and commercial outcome.

Providers reported on in the Bank Reputation Index include:

- ANZ
- BOQ
- Bendigo & Adelaide
- CBA
- HSBC
- NAB
- Suncorp
- WBC
- Citi
- ME Bank
- St George
- Lloyds
- Bankwest



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