

A SUCCESS STORY: SANTANDER



In 2014 Santander overtook the Co-operative's position as the bank with the third highest relationship score.

Back in 2012, the bank that some had dubbed "Britain's worst" was suffering whilst they integrated acquisitions such as Abbey and Alliance and Leicester, and our survey showed a relationship score of only 41%: close to the bottom and polarising customer opinion.

Then Santander launched the successful 123 account. Around 3.6m people have opened one and more than 200,000 UK current account holders have switched to Santander since the launch of the Current Account Switch Service in September 2013.

In 2013, CEO Ana Botin, announced that she wanted to rebuild trust and retain loyal customers, setting a goal of 4m loyal customers by 2015. Santander aims to be the best retail and commercial bank; one that is Simple, Personal and Fair; and is focusing on digital transformation to enable customers to communicate where they want, how they want, and when they want. Santander also claim reduced complaint numbers in the UK. [Santander annual report 2014]

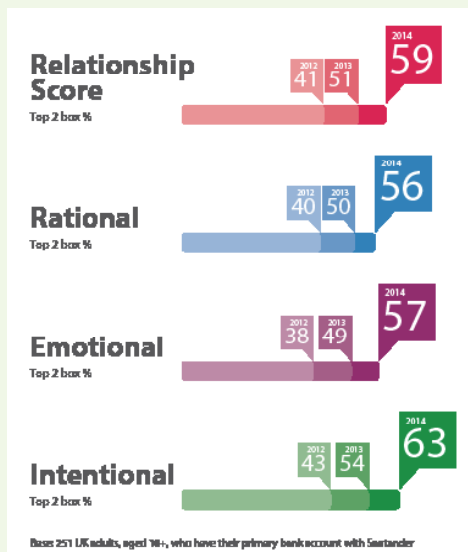
With a strategy on delivering excellent service and value through tailored solutions, two years on, the Harris Interactive Relationship Score for Santander is now 59%. Trend data shows notable improvement for many elements of the experience related to communications, products, value for money and staff service.

Importantly the biggest change is in customers feeling rewarded for their loyalty, which they now lead. The reason this is critical is that we found this to be a key area for banks to differentiate on.

Santander also perform well for the digital infrastructure they have in place, coming third for both quality of online banking and their mobile app.

SANTANDER 2014 TOP 3 PERFORMING AREAS

1st	Rewards you for loyalty
2nd	Communicate the way you want
2nd	Service provided
3rd	Quality of online banking
3rd	Quality of mobile banking app
3rd	Staff knowledge
3rd	Relevance of products to me
3rd	Range of products/services
3rd	Competitive charges/fees



SANTANDER YEAR TREND

