Is there anything more important than a customer’s opinion of your company?

Once an individual or business selects your bank for a financial solution, retaining and growing their relationship is driven by satisfaction and loyalty. ImageTrac is a highly effective way to monitor customer impressions and gauge their future purchase intentions.

**Design and Methodology**
The ImageTrac survey was developed in 1999 to help financial institutions analyze customer impressions of service, satisfaction and loyalty. The industry-specific, standardized survey continues to be modified to optimize the assessment of financial products, service levels, delivery channels and corporate branding.

**Survey Methodology**
ImageTrac surveys can be executed using online or mail survey instruments. When sufficient sample sizes are reached, the results of all customer responses collected by participating institutions are compiled and tabulated to produce an industry average index score. The industry average provides direct comparison to individual institution results.

**Survey Ratings**
Customer ratings are tabulated in four key categories.

1. **Satisfaction** - tied to perceptions of the organization’s current performance.
2. **Importance** - to determine what attributes in banking are most relevant to meeting customer expectations.
3. **Perceptual Gap** - the variance between satisfaction and importance ratings to identify competencies delivered by the organization and potential areas for improvement.
4. **Customer Loyalty** - examined using a Net Promoter Score (NPS) to assess potential recommendations and a Future Utilization Score to evaluate repurchase propensity.

“Do what you do so well that they will want to see it again and bring their friends.”

WALT DISNEY