ABC BANK

THE RIVEL BANKING BENCHMARKS®

Retail Prospect Report

Greater Atlanta

2024 Q1

Sample Report

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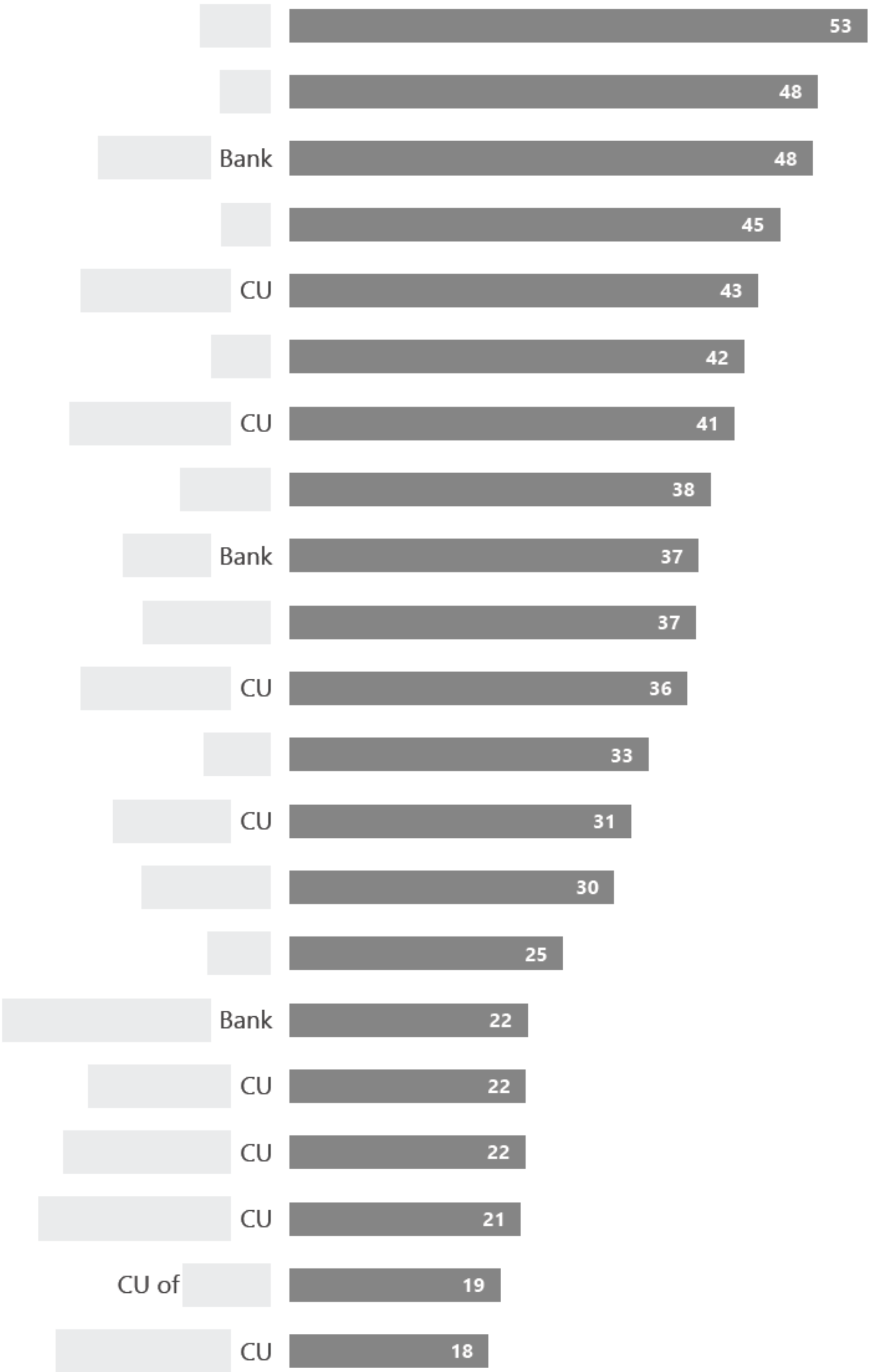
BANKING RESEARCH

ABC BANK

WHERE ARE PRIME TARGETS CURRENTLY BANKING?

Percentage of Each Institution's Customers That Can Be Considered "Vulnerable"



LOCAL NORM

36

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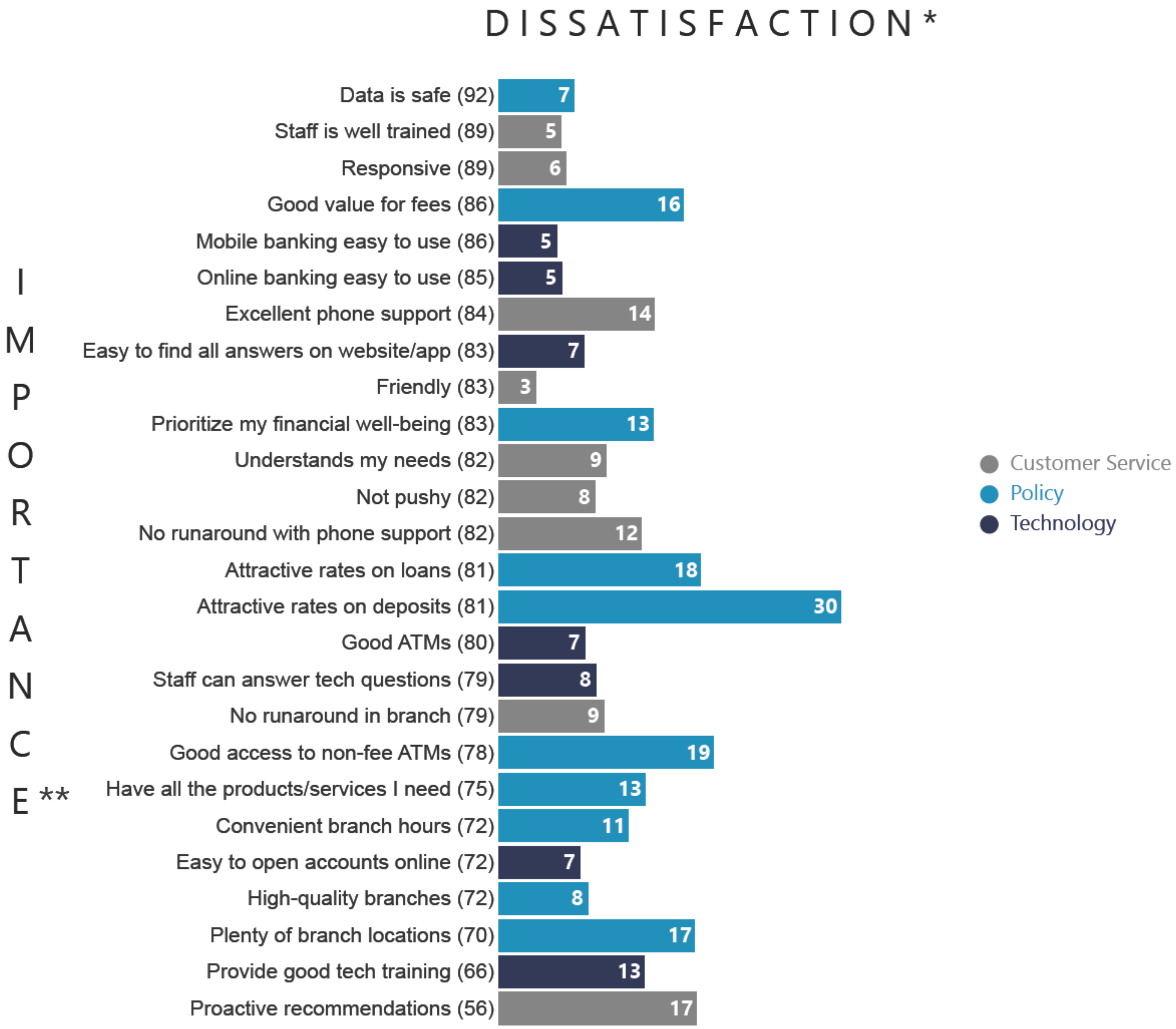
DRIVERS OF BANKING EXPERIENCE AND REASONS DISSATISFIED WITH CURRENT BANK *AMONG PRIME TARGETS*

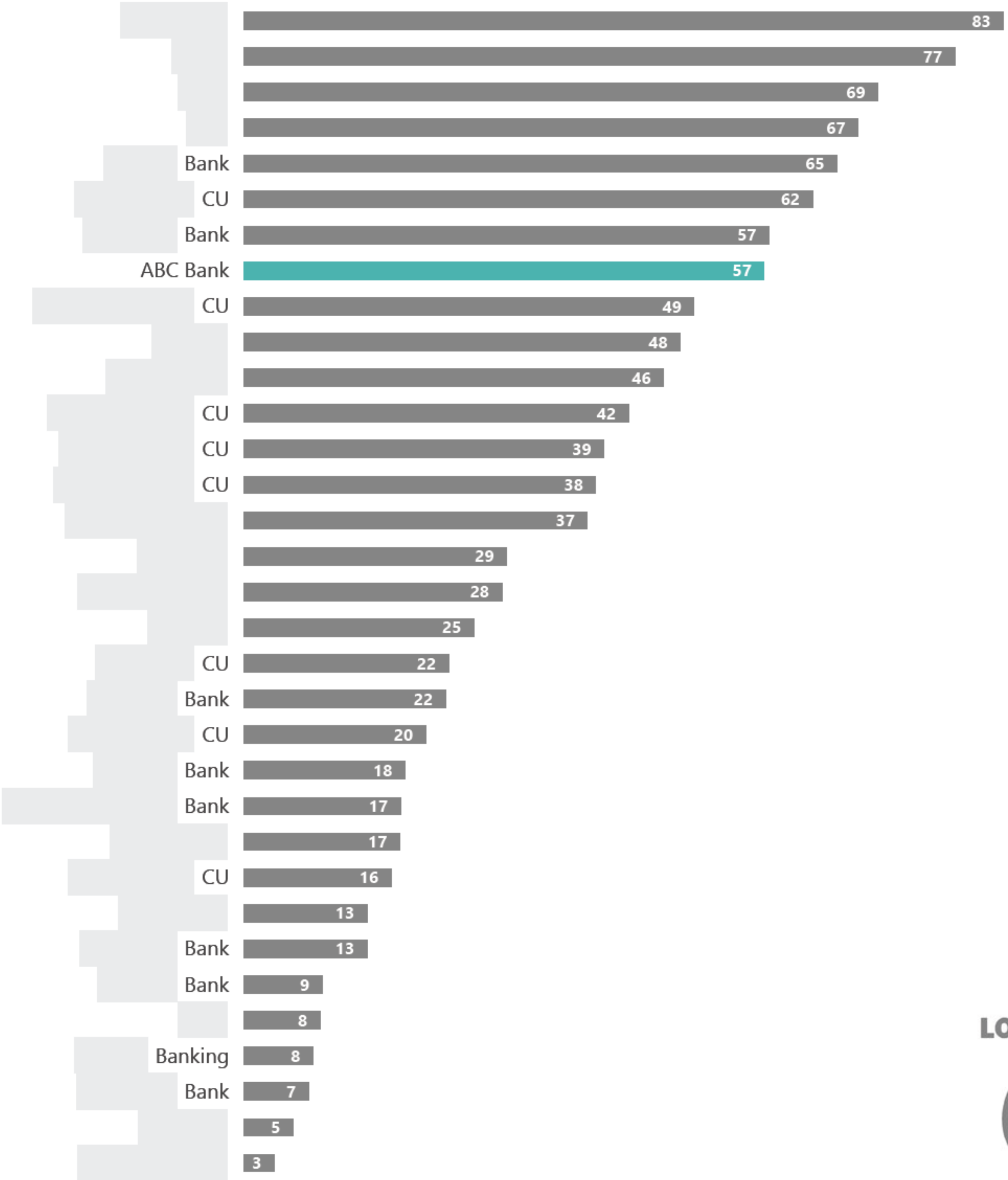


** Horizontal bar: % of prime targets expressing dissatisfaction*

*** Order/number in parentheses: % of prime targets saying each is "very important"*

AWARENESS

Percentage of Respondents Who Are Aware of Each Institution Presented



LOCAL NORM

32

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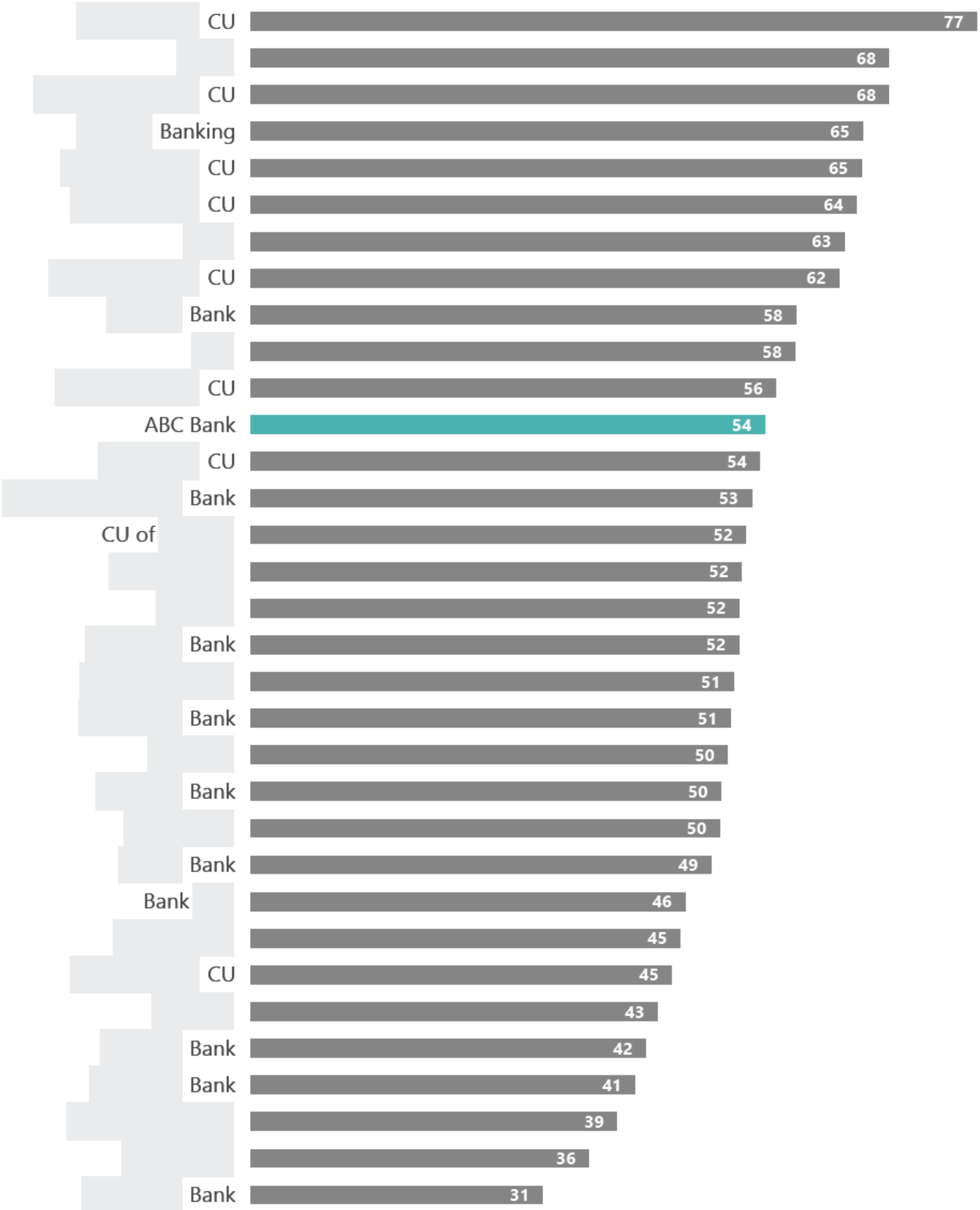
STRONG INSTITUTIONAL REPUTATION

Percentage of Non-Customers Agreeing That Attribute Applies to Bank



LOCAL NORM
57

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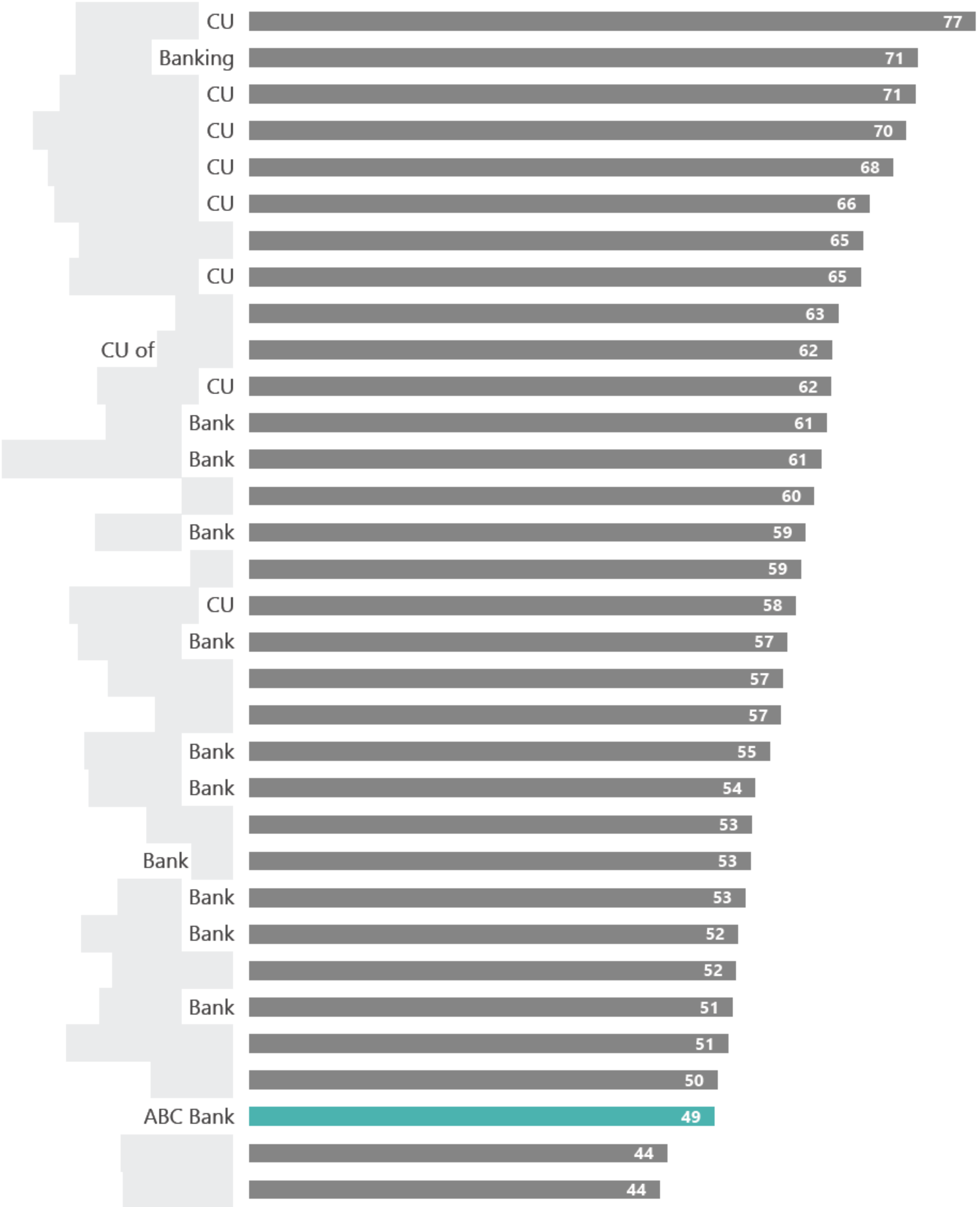
BANKING RESEARCH

TRUSTWORTHY

Percentage of Non-Customers Agreeing That Attribute Applies to Bank



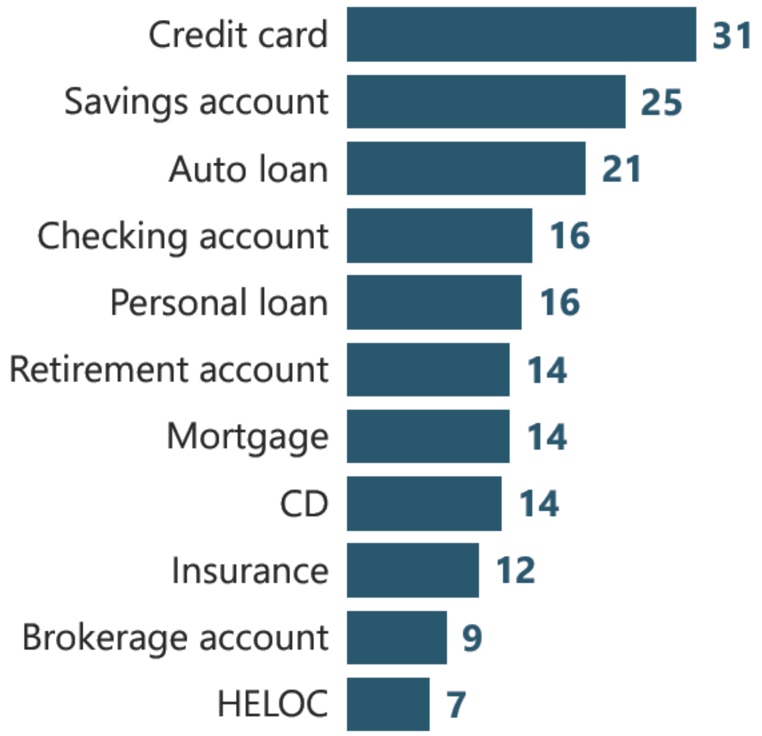
LOCAL NORM
58

WHAT PRODUCTS ARE THEY SEEKING?

Percentage of Respondents Seeking New Products

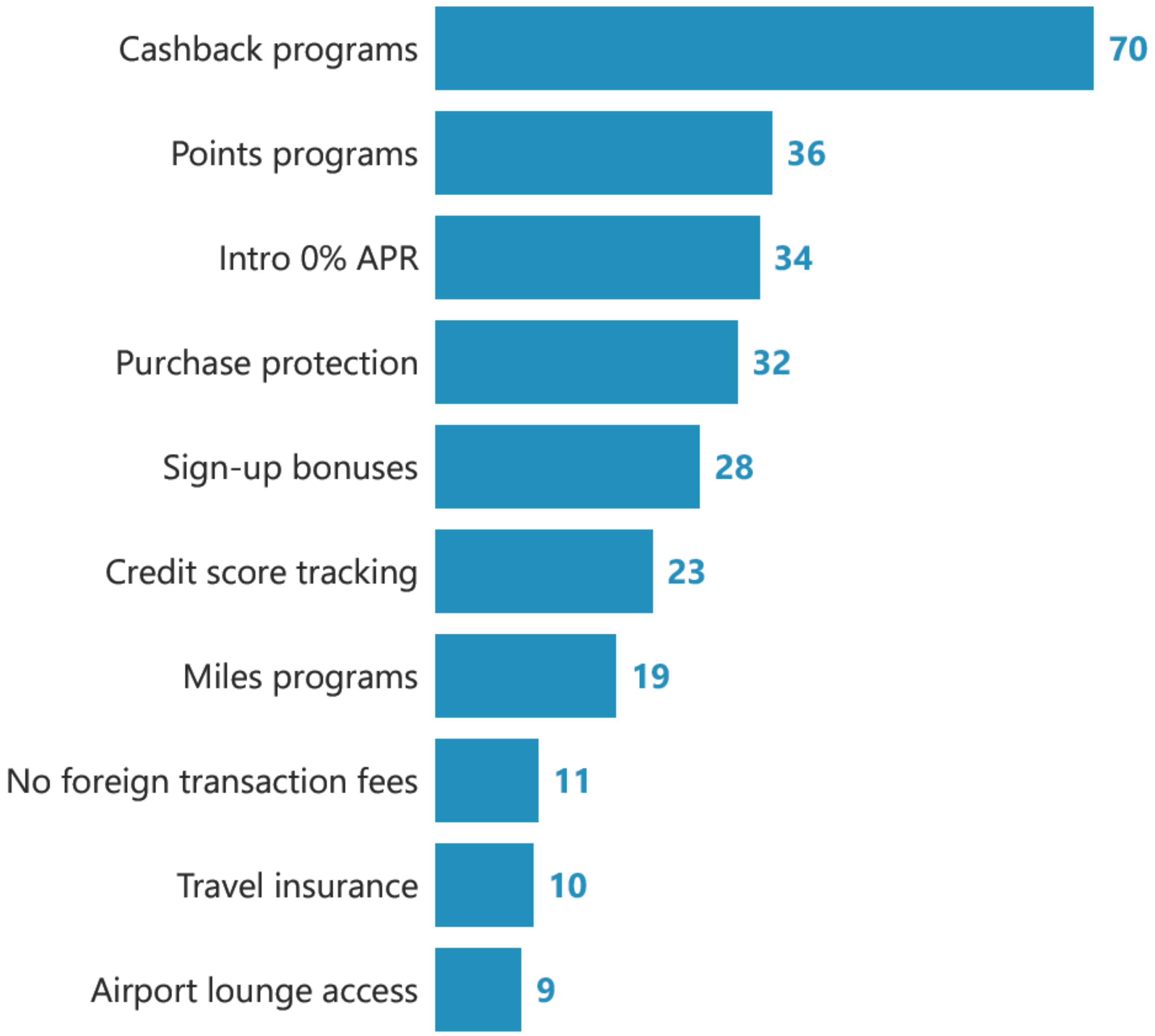
Seeking New Products %	Market Norm
Seeking new products	69
Seeking one product	24
Seeking two or more products	45

New Products Sought %



WHICH CREDIT CARD FEATURES ARE YOU MOST LIKELY TO UTILIZE?

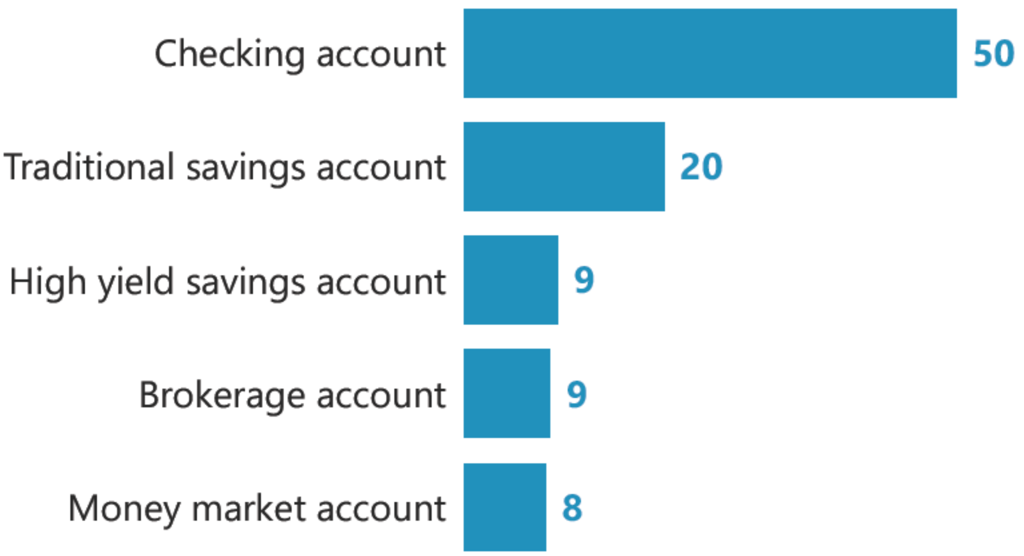
Percentage of Respondents Indicating Each Response



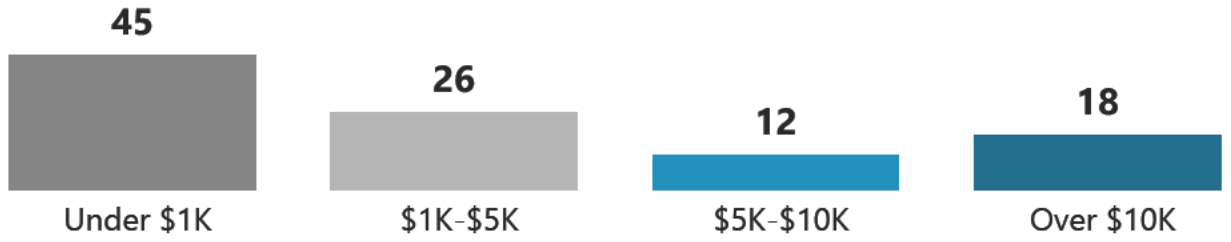
LIQUID ASSETS

Percentage of Respondents Indicating Each Response

Where Do You Keep the Majority of Your Liquid Assets? (%)



What Is the Average Daily Balance in This Account? (%)



HOW DO PROSPECTS WANT TO BANK?

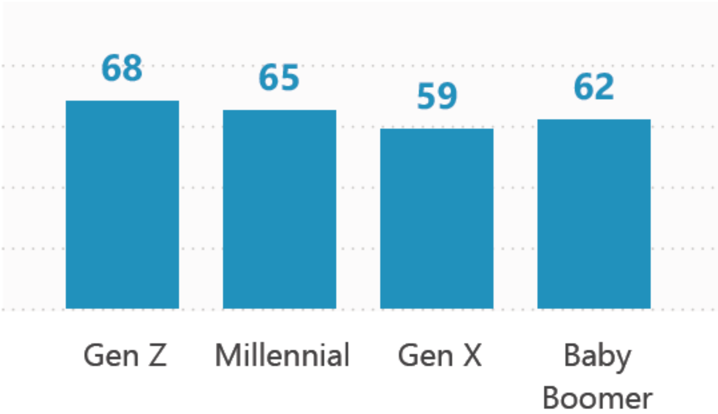
Percentage of Respondents Indicating Each Preference

Prefer to Use One Bank

LOCAL NORM

63

Preference by Age

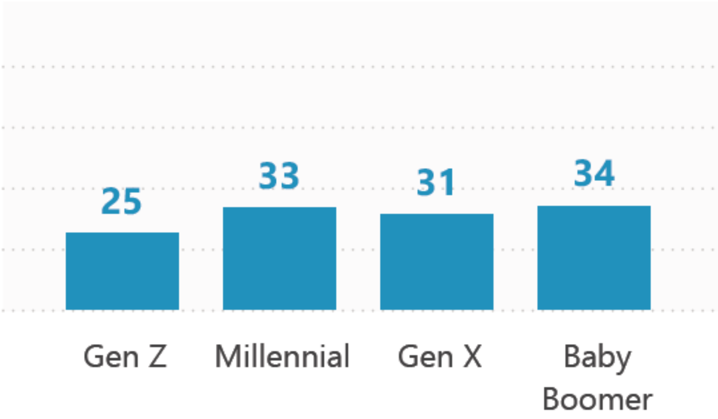


Prefer Small Banks

LOCAL NORM

33

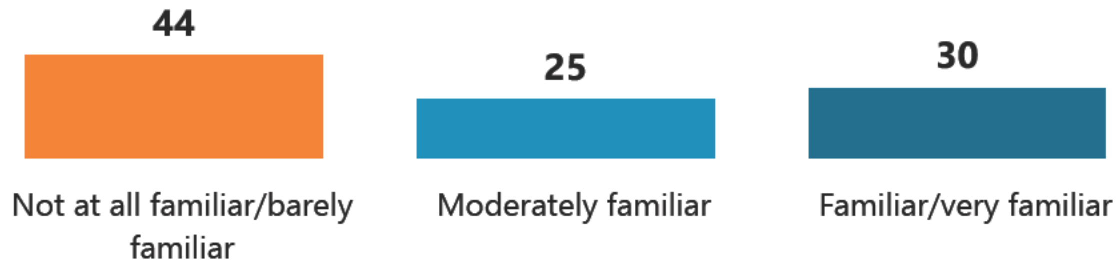
Preference by Age



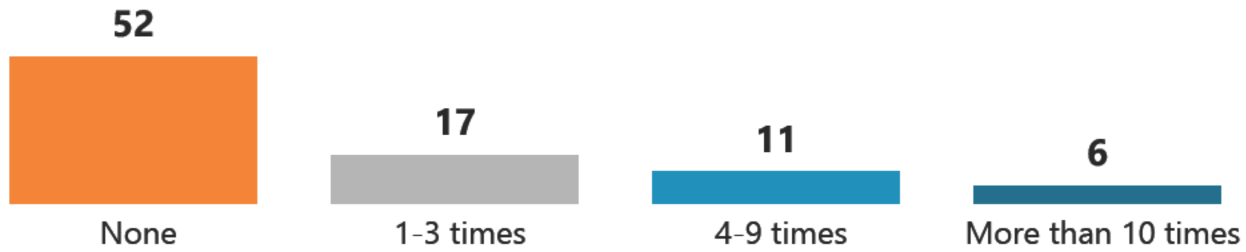
ITM USAGE AND FAMILIARITY

Percentage of Respondents Who Indicate Each Response

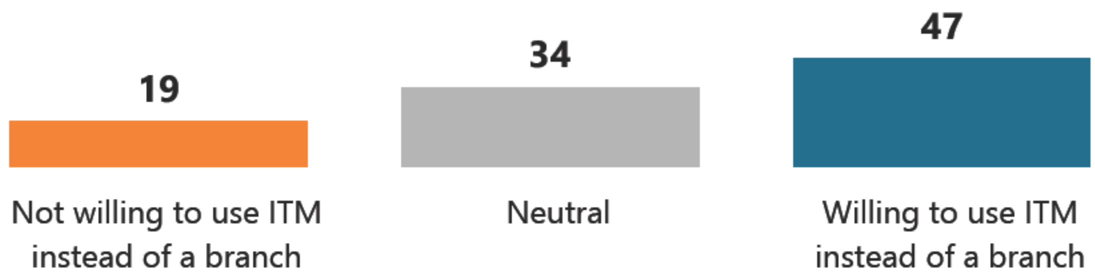
ITM Familiarity (%)



ITM Usage Over the Last Year (%)

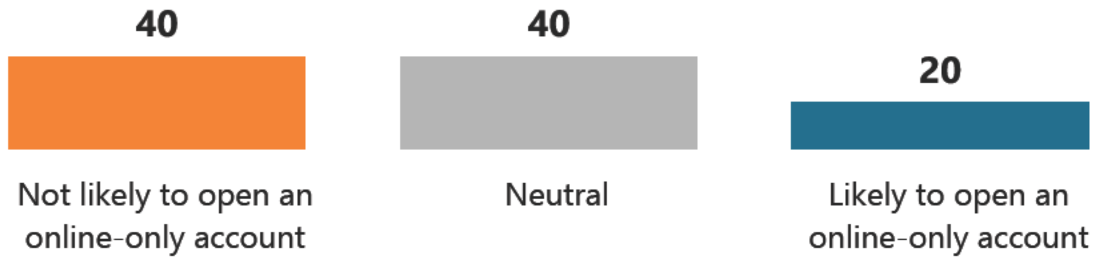


Willing to Use ITM over Branch Visit (%)



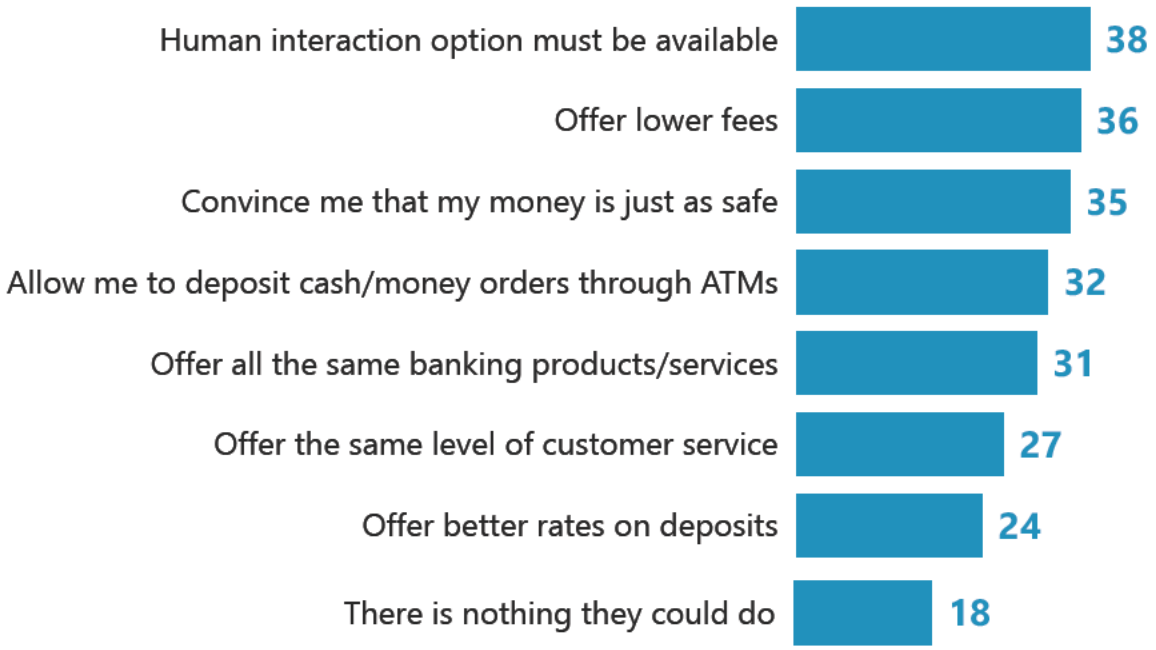
Likelihood of Opening Online-Only Primary Account in Next Twelve Months (%)

Percentage of Respondents Indicating Each Item, Among Those Who are Seeking a Checking or Savings Account in the Next Year But Who Do Not Currently Have a Primary Online-Only Account



What Must an Online-Only Bank Offer to Get You to Switch From a Traditional Bank? (%)

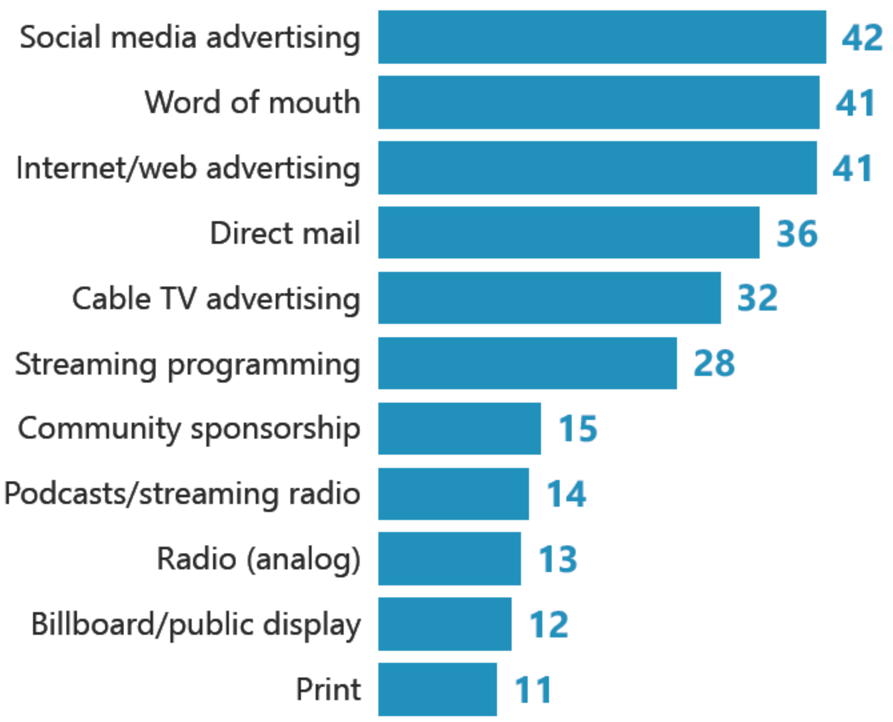
Percentage of Respondents Indicating Each Item, Among Those Without a Primary Online-Only Account



COMMUNICATIONS PREFERENCES

Percentage of Respondents Who Indicate Each Response

Preferred Outreach from a New Bank:



Top 3 by Age

Gen Z

1. Social media advertising
2. Internet/web advertising
3. Word of mouth

Millennials

1. Social media advertising
2. Internet/web advertising
3. Word of mouth

Gen X

1. Internet/web advertising
2. Word of mouth
3. Direct mail

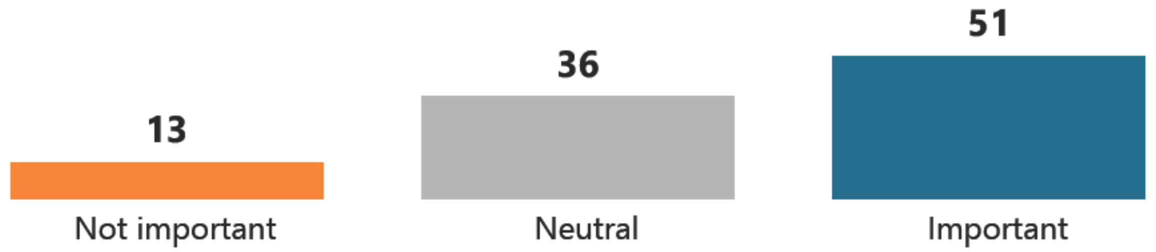
Baby Boomers

1. Direct mail
2. Word of mouth
3. Cable TV advertising

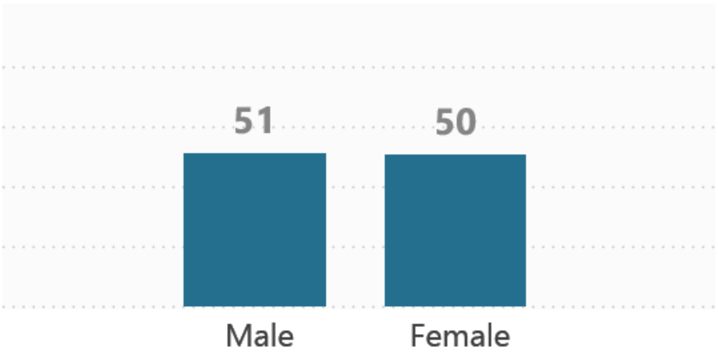
COMMUNICATIONS PREFERENCES

Percentage of Respondents Who Indicate Each Response

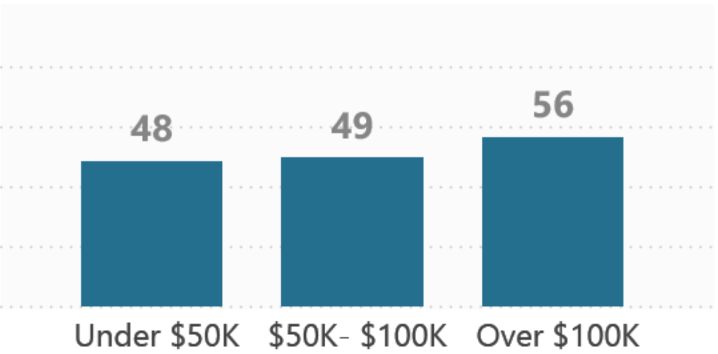
Importance of Recommendations of Friends and Family when Choosing a New Banking Institution



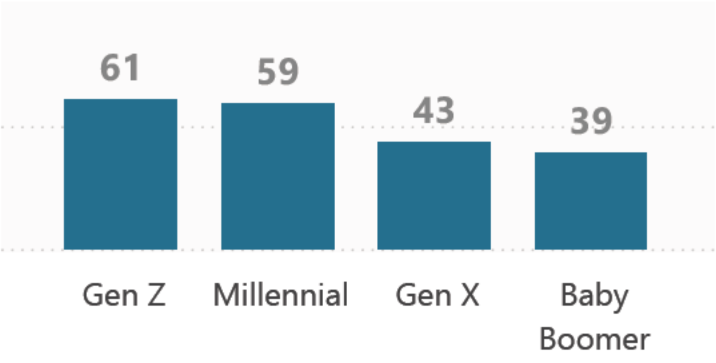
% Important by Gender



% Important by Income



% Important by Age



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SOCIAL MEDIA PLATFORMS BY DEMOGRAPHICS

Top 5 Platforms Among Each Group of Respondents

Top 5 by Gender

Men	Women
1. YouTube	1. Facebook
2. Facebook	2. YouTube
3. Instagram	3. Instagram
4. Twitter	4. TikTok
5. TikTok	5. Pinterest

Top 5 by Age

Gen Z	Millennials	Gen X	Baby Boomers
1. Instagram	1. Instagram	1. Facebook	1. Facebook
2. YouTube	2. Facebook	2. YouTube	2. YouTube
3. TikTok	3. YouTube	3. Instagram	3. Instagram
4. Snapchat	4. TikTok	4. TikTok	4. Pinterest
5. Twitter	5. Twitter	5. LinkedIn	5. LinkedIn

Top 5 by Income

Under $50K	$50-$100K	Over $100K
1. YouTube	1. Facebook	1. Facebook
2. Facebook	2. YouTube	2. Instagram
3. Instagram	3. Instagram	3. YouTube
4. TikTok	4. TikTok	4. LinkedIn
5. Pinterest	5. LinkedIn	5. TikTok

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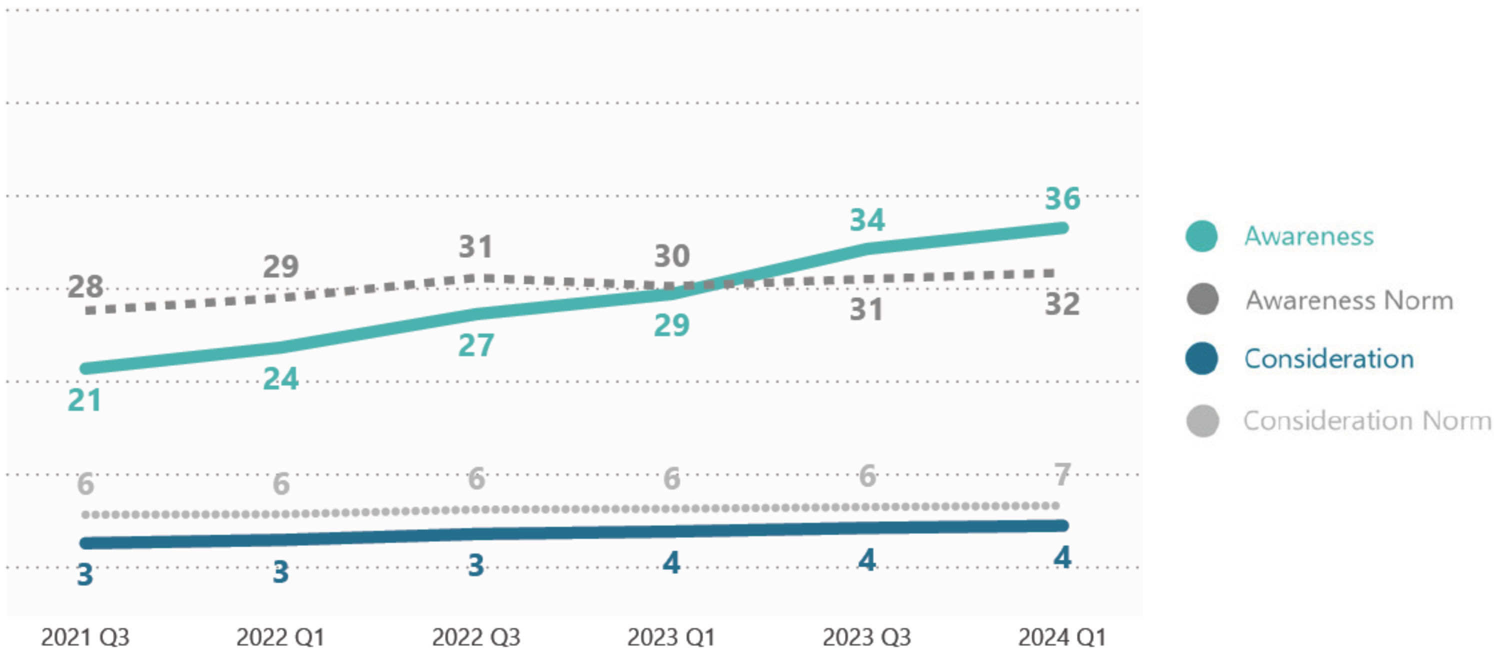
AWARENESS AND CONSIDERATION

ABC Bank vs. Local Norm

	ABC Bank	Market Norm	Rivel Health Score
Awareness (%)	36	32	B
Consideration (%)	4	7	C
Consideration to Awareness Ratio	12	21	D

Trends in Awareness and Consideration over Time



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PROSPECT RATINGS ON IMPORTANT METRICS*

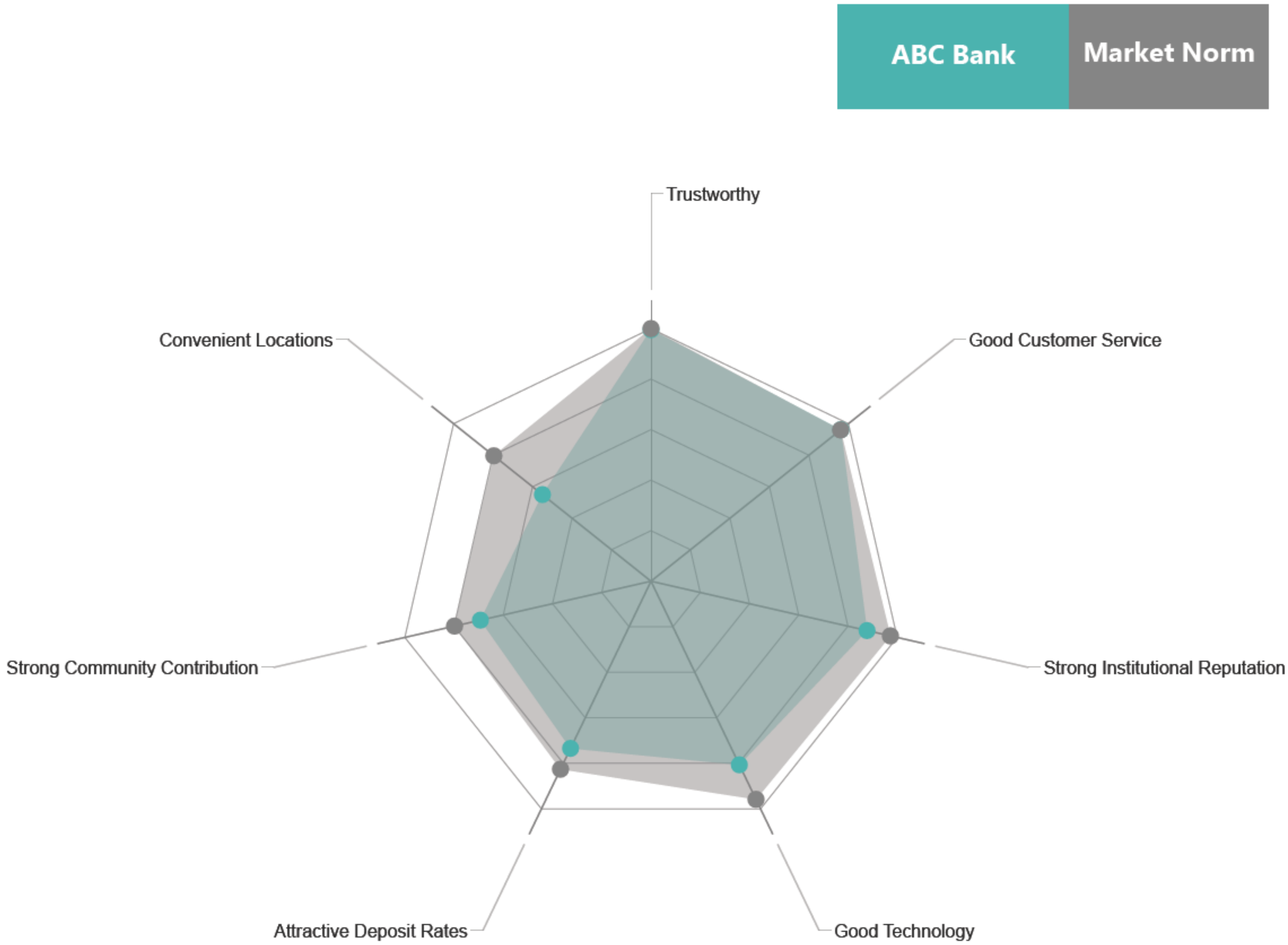
Percentage of Non-Customers Agreeing That Attribute Applies to Bank

	ABC Bank	Market Norm	Rivel Health Score
Good Customer Service	56	56	B
Trustworthy	58	58	C
Attractive Deposit Rates	43	48	C
Strong Institutional Reputation	51	57	C
Strong Community Contribution	40	47	C
Good Technology	47	56	C
Convenient Locations	32	47	D

Ordered by Health Score, then by difference from norm.

PROSPECT RATINGS ON IMPORTANT METRICS

Percentage of Non-Customers Agreeing That Attribute Applies to Bank



About the Benchmark

RETAIL PROSPECT REPORT

OVERVIEW

Rivel's CXLign Banking division conducts a comprehensive scientific survey of banking customers twice per year and provides the individualized results to banking institutions in Q1 and Q3.

The Retail Prospect Report focuses on how your prospects (non-customers) view your bank and how you might gain their business.

RATINGS

- Reputation
- Trust
- Community Contribution
- Customer Service
- Technology
- Convenient Locations
- Drivers of banking satisfaction
- Opinions of their current bank
- Reasons to switch banks
- Products and services they will be seeking

THE BENCHMARK HELPS YOU:

- Reveal exactly what local non-customers think of their current bank
- Identify the key local factors driving bank choice
- Distinguish specific pain points with their current bank that you can utilize to win them over
- Prioritize products and pathways to attract new customers
- Evaluate the effectiveness of marketing campaigns

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TOPIC COVERAGE

- What is my current market opportunity?
- Who are my prime targets, and where do they currently bank?
- What are the specific pain points that customers at competitive banks are feeling?
- What will make potential customers leave their current bank?
- What is the awareness and consideration of my bank by prospects in my local target market?
- Which bank products are potential customers currently shopping for?
- How do prospects rank us against the competition in customer service, technology and convenience?
- How strong is our reputation in the market among non-customers?
- How much do potential customers appreciate our contribution to the local community?

DETAILS

Focused	Subscription-based reports available at the county level or across a custom footprint.
Objective	Independently managed, unbiased results. Respondents are more honest when asked their opinions by an independent third party.
Intelligent	Utilizes proprietary analytic method that has been developed from 20+ years of experience and over 800 million surveys.
Comprehensive	Benchmarks include over four million reviews per year. Every FDIC-registered bank and NCUA credit union in the market is included in the study, plus large non-banks.
Timely	Subscriptions include two updated reports per year, in Q1 and Q3.
Affordable	Collective subscription model provides each bank or credit union with their specific results at a small fraction of the actual cost.

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SPECIFIC METRIC NOTES

• All responses are verified based upon pre-identification of respondents (dual method), location of survey (geo-tracked), physical proximity to each banking institution branch in the respondent's personalized survey (if applicable), and additional safeguards as needed.

• Respondents only answer questions which are relevant to them and which they are able to answer. They skip any question that does not pertain to them or to the institution about which they are being asked.

• Respondents can evaluate multiple institutions, depending upon the number of banking relationships they have and the number of competitor institutions in their area.

• All metrics are based upon responses from people resident in the applicable trade area/footprint specified in the report.

• This report is based on the responses of *non-customers* (prospects) of the institution for which this report was prepared.

• The market/local norm for any particular metric is the average of all responses for all institutions rated by respondents who are in the specified area.

• Metrics are based upon two semiannual waves of surveys.

• "Prime targets" are vulnerable customers of other banks, defined as those who meet <u>any</u> of the following criteria with regard to their primary bank:

- They are planning to leave the bank in the next 6 months
- They have fewer than 25% of their banking products with their primary bank
- They have low overall satisfaction with their bank
- They plan to get a new checking or savings account, or a personal loan, with a different bank

SUMMARY OF IMPROVEMENTS OVER TIME

2024-Q1

- Added new state: CO
- New question added ranking the relative importance of the prospect metrics
- New questions added on preferred credit card features, liquid assets size and storage, as well as the importance of word-of-mouth recommendations
- New digital banking question set: Must-have features of online banking, online only bank usage and preferences, likelihood of opening primary online-only bank account, and importance of physical branch proximity
- New question set on ITM familiarity, usage, and willingness to use over a branch
- New question on most common use cases of ATMs
- Refreshed visuals with a radar chart visual for prospect ratings
- Additional phone call option added for preferred outreach methods from your current bank

2023-Q3

- New questions added: Financial Topics, Use of Non-Fee ATMs, and CDs vs HYSAs
- Distinguished between streaming and traditional TV and Radio
- Attitudes towards Tech. and Enviro. page updated to include trending data
- Checking/Savings and Brokerage/Retirement product data broken out into individual products

2023-Q1

- "Easy to open accounts" Policy metric replaced with "Easy to open accounts online" Technology metric
- New "Checking account features" question added
- Follow-up questions on Value for Fees and Good Access to Non-fee ATMs added
- New details on specific P2P Platform usage
- New data on Credit Card demand
- Additional items added for preferred outreach (Billboards/public display, community sponsorships, print)
- New visuals to break down communication preferences by generation
- Updated Alternative Investment options for clarity
- Gen Z added to all demographic breakdowns

SUMMARY OF IMPROVEMENTS OVER TIME

2022-Q3

- New Policy metric added: Easy to Open Accounts
- New page for Reasons Likely to Stay added
- New page for Preferred Communication Methods
- New questions on Attitudes Towards Environment and Technology: managing cryptocurrency directly through a traditional bank, concern about your bank's environmental impact, chatbots managing contact center inquiries, peer-to-peer payment platform preferences
- New detail on Products Sought: Seeking Products with Competitor

2022-Q1

- Two new states added: LA, OH
- Table of Contents added in order to better navigate the report
- New details on Products Sought: % seeking one product, % seeking two or more products, average # of products
- New Alternative Investment metrics and visuals added: investment beyond retirement account; if so, which alternative investments do you currently own, which do you plan on owning in the next year
- New How Prospect Want to Bank metrics and visuals added: online vs. in person for both common and complex transactions, online alone vs. using a representative for questions, walk in vs. appointment for service
- New page sharing likely impact of potential M&A activity
- Prefer to Always Carry Cash visual updated to show tracking over time

2021-Q3

- Six new states/territories added: DC, DE, IA, ME, VA, VT
- Two new Customer Service metrics added: No Runaround with Phone Support and No Runaround in Branch
- Added Consideration to Awareness Ratio
- New question on level of familiarity with credit unions
- New questions on major household savings areas and current expenses (e.g., college, mortgage, medical expenses)
- M&A impact on customers of impacted banks
- New questions about media usage (TV, radio, newspaper)
- Aligned Likelihood of Leaving scale to be consistent with other 6-point negative-to-positive scales to ensure clarity for respondents

METHODOLOGY

The Rivel Banking Benchmarks®

World's largest syndicated CX and brand banking study

- Online interviews, representative sample
- No response bias (not sponsored by any particular bank)
- Double-blind approach
- Coverage includes 26 US states/territories: AL, CA, CO, CT, DC, DE, FL, GA, IL, LA, MA, MD, ME, NC, NH, NJ, NY, OH, PA, RI, SC, TN, TX, VA, VT, WV
- Total interviews: 267,971
- Number of banks and credit unions covered: 5,022
- Interviewing conducted between Apr-2023 and Jan-2024

This report customized for ABC Bank

- Trade area includes 11 counties in GA
- Total interviews across your trade area: 4,696
- Total reviews of your institution in trade area: 4,515

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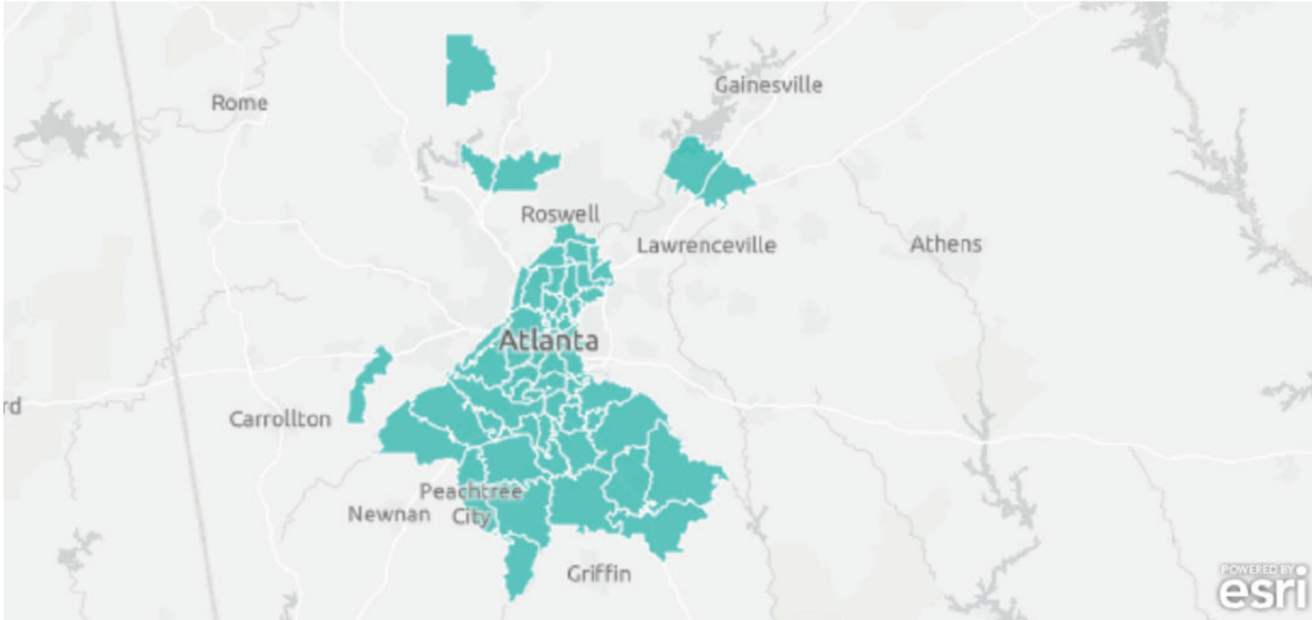
TRADE AREA

- Trade area includes 11 counties in GA



State	County	Cities-Towns
GA	Cherokee	Acworth, Ball Ground, Canton, Holly Springs, Lebanon, Nelson, Waleska, Woodstock
GA	Clayton	Conley, Forest Park, Jonesboro, Lovejoy, Morrow, Rex, Riverdale
GA	Cobb	Acworth, Atlanta, Austell, Clarkdale, Kennesaw, Mableton, Marietta, Powder Springs, Smyrna
GA	Dekalb	Atlanta, Avondale Estates, Clarkston, Decatur, Ellenwood, Lithonia, Pine Lake, Redan, Scottdale, Stone Mountain, Tucker
GA	Douglas	Douglasville, Lithia Springs, Winston
GA	Fayette	Brooks, Fayetteville, Peachtree City, Tyrone
GA	Forsyth	Cumming
GA	Fulton	Alpharetta, Atlanta, Duluth, Fairburn, Palmetto, Red Oak, Roswell, Union City
GA	Gwinnett	Buford, Dacula, Duluth, Grayson, Lawrenceville, Lilburn, Norcross, North Metro, Peachtree Corners, Snellville, Suwanee
GA	Henry	Hampton, Locust Grove, McDonough, Stockbridge
GA	Rockdale	Conyers