CHATMETER

2023 Local Brand Intelligence Report

Online Visibility + Reputation for Financial Brands

Financial organizations show strong online listings, reputation management, and digital transformation growth and agility with some notable caveats. To pull ahead as industry leaders, finance brands must take the opportunity to build brand love and loyalty by honing their location CX expertise.

Executive Summary

In 2023, economic uncertainty weighs heavily on many people's minds. From ongoing talk of recession to trepidation about industry-disrupting AI technologies to a host of social concerns, consumers are keeping a wary eye on their money, and the brands to which they entrust their financial lives.

While economic concerns make forecasting the near future of financial brand love and loyalty tricky, with a focus on listings management, review responses, current CX trends, and strategic tech investments, financial institutions (FIs) can confidently trek forward into years of growth.

Chatmeter set out to explore how effectively financial institutions in the United States adapt to the evolving CX expectations at every stage of the customer journey. We were interested in understanding how finance brands across various financial sectors access unstructured data to gain deeper insights into customers' emotions, expectations, and desires. Then, how do they take action on that business intelligence (BI) to improve CX.

We examined a cross-section of financial brands and used the Chatmeter platform to extract real-time insights and trends by analyzing thousands of unstructured data points. We then winnowed the list to 10 retail banks, 5 credit unions, 5 tax services, 5 insurance brands, and 5 check-cashing companies.

The key findings in this report, combined with up-to-the-minute market research and expert recommendations, will help financial brands accelerate their location CX strategy, increase brand love and drive revenue growth in 2023 and beyond.

For lasting success, brands must create positive and engaging customer connections at every touchpoint, from the first online interaction to the in-store transaction to the subsequent online review.

Key Findings

Our research bolsters the perception that digital-forward, omnichannel experiences are no longer optional. For lasting success, brands must create positive and engaging customer connections at every touchpoint, from the first online interaction to the in-store transaction to the subsequent online review.

Although positive strides in omnichannel CX have been made since our last in-depth finance brand report in 2019, financial organizations are still further behind other location-based industries in digital transformation. To remain competitive, FIs should focus on digital integrations that promote online visibility, effectively manage online reputation, and dive into customer sentiment analysis.

Here are some of the highlights of this report. Overall, financial brands are:

- Managing online listings data across local profiles, including listing accuracy, completeness, and eliminating duplicate listings, **but there is room for improvement.**

- Progressively improving their online reputation and visibility results, processes, and strategies, **but our analysis suggests there is still substantial work to do.**

- Lagging in developing the necessary agility to meet the diverse needs of various demographics. From Gen Z to Boomers, each group has significantly different expectations. **FIs must find a way to appease everyone.**

- Slower than other industries to adopt deep listening CX software technology and strategies designed to precisely understand their customer base. **FIs must integrate these solutions into their tech stacks and operational processes to remain competitive.**

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1 | About This Report

Methodology

The locations of the brands analyzed in this report were chosen to broadly represent each finance sector subset. The brick-and-mortar locations selected represent an even distribution across states and geographical regions.

We examined local listing accuracy, review quality, review quantity, and local search rankings within each sector to assess each brand's local SEO successes and weaknesses. We also analyzed over 40,000 customer experiences using Pulse — Chatmeter's AI-powered deep listening text analysis solution — to precisely explore consumer perspectives and sentiment.

Pulse Dashboard: Pulse is Chatmeter's AI-powered deep listening text analysis solution to precisely explore consumer perspectives and sentiment online.

Financial Brands In This Report

BANKS

CREDIT UNIONS

INSURANCE BRANDS

TAX SERVICES

CHECK-CASHING SERVICES

2 | Online Visibility and Reputation Management for Financial Institutions in 2023

Financial Brands Cannot Afford to Lose Focus When It Comes to Online Visibility and Reputation Management

Today, **98% of consumers read online reviews**. While that stat illuminates the importance of a positive online reputation, it's not the only reason reviews matter. Nor is it the sole reason why FIs need a comprehensive online visibility and reputation strategy.

For lasting success in brand management and CX at scale, financial institutions must prioritize three key factors

- **Online Review Management**
- **Local Listings Management**
- **Customer Sentiment Analysis**

Online Review Management

Online reviews influence 85% of consumers in their choice of a local financial institution. Review management isn't limited to achieving a consistent 5-star reputation. It's also about creating an omnichannel experience that builds consumer trust at every touchpoint from Google Maps to social media to the online banking app.

Meticulously tracking, analyzing, and responding to reviews on platforms like Google, Yelp, Bing, and Facebook, or industry-specific review aggregators like BankRate and NerdWallet, further proves a financial brand is present and listening and more than willing to resolve issues.

Reviews also impact local search rankings. While Google keeps its exact algorithms a tight-lipped secret, **it is estimated that around 15% of how Google ranks a local business is via review signals,** including review quantity, quality, and responses.

DEEPER DIVE   THE REPUTATION MANAGEMENT GUIDE FOR FINANCIAL SERVICES ▶
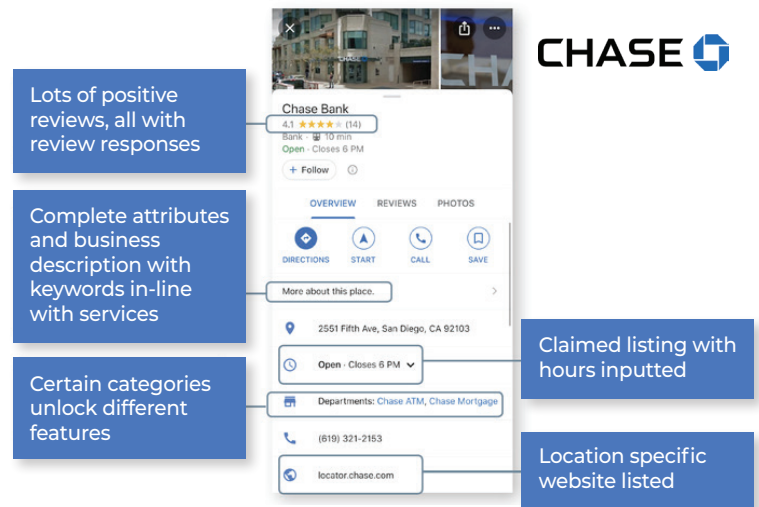
Local Listings Management

When consumers search for the location of a nearby bank, credit union, etc., the first stop usually involves an online listing. Search directories like Google, Apple Maps, and Yelp allow people to learn the essential information they need before visiting.

Listings for every location — including ATMs — must be officially claimed and include a name, address, phone number, website, operating hours, category, and description. Accuracy is key as incorrect listing information drastically decreases brand trustworthiness and even search visibility.

FIs must continually optimize their online listings with keywords, descriptions, categories, posts, and photos to increase visibility and ensure a high ranking on search engine results pages (SERPs) to attract more customers.

In 2023, listings management is table stakes, especially for a convenience and location-reliant industry like finance. Listings management software makes launching or leveling up a listing process of any size seamless with minimal resource expenditure.

AN ONLINE LISTING FOR CHASE BANK

Lots of positive reviews, all with review responses

Complete attributes and business description with keywords in-line with services

Certain categories unlock different features

Claimed listing with hours inputted

Location specific website listed

Customer Sentiment Analysis

By pulling real-time structured and unstructured voice-of-the-customer (VoC) data from online reviews, listings, search trends, star ratings, visibility metrics, etc., customer sentiment solutions empower teams to make data-backed decisions that move financial organizations forward.

The best customer sentiment programs analyze and interpret CX metrics which can provide an enterprise-wide sentiment snapshot to an in-depth report on a specific branch. Armed with a deeper level of BI, financial brands can track trending keywords in online reviews, see if Google rankings are improving, and read honest and unfiltered consumer feedback that reveals potential CX blindspots.

Listings and reputation management stand firmly as non-negotiable solutions within a multi-location brand's tech stack. Customer sentiment analysis tech should also be included for any FI looking to build trust, drive revenue, and accelerate brand growth.

DEEPER DIVE TRY AN INTERACTIVE DEMO OF PULSE, CHATMETER'S CUSTOMER SENTIMENT ANALYSIS SOLUTION ▶

Online reviews influence 85% of consumers in discovering a local financial institution making a robust online review and reputation strategy vital to lasting success.

3 | Key Terminology In This Report

Local Brand Visibility Score: The Local Brand Visibility (LBV) score is based upon online listing accuracy, social media activity, and search engine findability. This further includes customer engagement levels, star ratings, and competitor comparisons.

An LBV score of 70 or higher is industry-leading. A score between 69 and 60 is good. A score of 59 to 50 is average. Scores lower than 50 indicate a need for improvement.

NEEDS IMPROVEMENT	AVERAGE	GOOD	INDUSTRY LEADER
0 50	55 60	65 70	100
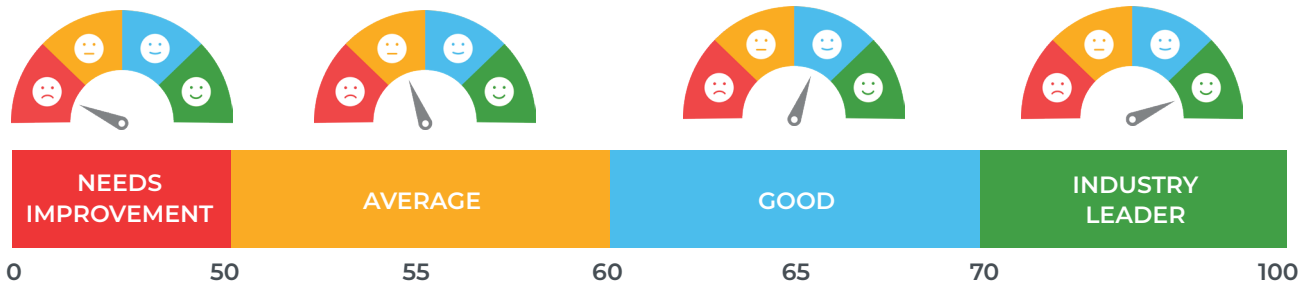
Review Score: The Review Rating Score is an aggregate of all live online customer star ratings across channels including Google, Yelp, and Apple Maps, etc. It is derived from online ratings (50%), growth (10%), review response rate (30%), and customer sentiment (10%).

Listings Score: This score tallies a brand's online location information accuracy (75%), duplicate listings (15%), and web accuracy (10%) across three tiers of online directories. Here are the most important directories where FIs must maintain a presence:

TIER 1 DIRECTORIES	TIER 2 DIRECTORIES	TIER 3 DIRECTORIES
• Google	• NerdWallet	• Linkio
• Apple	• YellowPages	• EZlocal
• Bing	• ZoomInfo	• Bizsheets
• Facebook	• Seamless	• YelloYello
• Yelp	• BankRates	• HubBiz
• Foursquare	• Yahoo	• DexKnows

Key Terminology In This Report *(continued)*

Google Ranking: This number represents where, on average, a brand's listing appears on Google's search engine results page (SERP) at the time of the study.

Competitor Score: This score compares reputation performance against an average composite score of its five closest competitors. Competitors are determined based on relevance and proximity.

Response Rate: This rate is a percentage of online customer reviews, ratings, and feedback a financial brand responded to. The final percentage is an aggregate of average review response rates across tier-one search engines.

Keywords: These are words and short phrases that appear most often in online customer reviews for a brand across 100s of online review directories.

4 | Financial Brand Evolution from 2019 to 2023

In 2019, Chatmeter produced a similar report on financial services. Here's a comparison study between 2019 and 2023:

Local Brand Visibility scores were strong across all FI categories in 2019 and remained so for 2023. In both studies, credit unions and check-cashing services garnered top spots. We also found:

1. **Adopting digital tech significantly increased between 2019 and 2023.**
2. **More financial brands today focus on improving online reputation management than four years ago.**
3. **Niche finance industries, notably tax services and insurance brands, are still lagging in several categories. They must catch up to capture market share.**

> "We are extremely satisfied with Chatmeter. We can give our customers better experiences because we know exactly what they're happy about and what's not quite working. Everyone here loves it!" —Sr. Marketing Manager

Local Brand Visibility (LBV) Score: 2023 vs. 2019

In 2019, the average LBV score across the same financial industry categories averaged 56 with check cashing and credit unions garnering the top scores (62 and 59 respectively). The same held true for 2023, with credit unions notching up 4 points to capture the top spot (65) and check-cashing right behind (64).

Industry LBV Score: 2023		Industry LBV Score: 2019	
Banks	58	Banks	55
Credit Unions	65	Credit Unions	59
Insurance	52	Insurance	52
Tax Services	49	Tax Services	52
Check-Cashing	64	Check-Cashing	62
Average Score	**58**	**Average Score**	**56**

NEEDS IMPROVEMENT	AVERAGE	GOOD	INDUSTRY LEADER

| 0 | 50 | 55 | 56 | 58 | 60 | 65 | 70 | 100 |
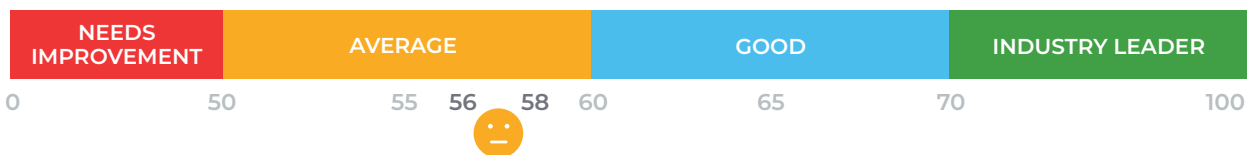
While no brand reaches the Industry Leader mark of a 70+ LBV score, credit unions and check-cashing services get close. **If they continually improve their online reputation and visibility strategy with the same momentum since 2019, they can easily reach that high mark soon.** Only tax services slip below the 50-point mark, indicating a poor score.

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Listings Management: 2023 vs. 2019

In 2019, across all industries the average listings score registered at 76. Banks took the lead with an average score of 84, and insurance came in with a low of 68. The 2023 overall average score ticked up 6 points to 82. This time credit unions came out on top at 90 increasing their score by 18 points. Although insurance brands increased their scores by 7 points, from 68 in 2019 to 75, they linger in last place.

Industry Listings Score: 2023	
Banks	89
Credit Unions	90
Insurance	75
Tax Services	77
Check-Cashing	81
Average Score	**82**

Industry Listings Score: 2019	
Banks	84
Credit Unions	72
Insurance	68
Tax Services	75
Check-Cashing	81
Average Score	**76**

Overall, financial brands maintain relatively successful listings management programs. No niche industry has lost points since 2019, with check-cashing services breaking even. Insurance brands posted the lowest scores with a decent showing of 75. However, this sector saw notable growth with an increase of seven points over the last three years. Even better? Credit unions jumped 18 points from 72 to a spectacular 90!

56% of consumers want better ways to find reliable reviews for financial services.

Review Response: All-Time

Here, instead of a year-to-year comparison, we directly compared the all-time review response rates for each niche industry. Simply put — brands in the financial services sector have major work to do. While all should aim for a score of 80% or higher, at Chatmeter, we believe every unanswered review is a missed opportunity.

Industry All-Time Review Response Rates	
Banks	30%
Credit Unions	40%
Insurance	38%
Tax Services	10%
Check-Cashing	60%
Average Score	**36%**

A critical observation based on our findings from 2019 to 2023 is the undisputed value that honest, authentic review responses bring to the building of strong customer relationships and trust.

Overwhelmingly, customers see their reviews not just as a moment-in-time reaction to an experience, but as a dialogue — one they expect to go two ways. By facilitating that ongoing dialogue, finance marketers can expedite brand loyalty and customer advocacy.

5 | **Industry Breakout**

Banking Institutions

With over 72,000 individual branches, far more banks exist than any other financial institution in the United States. That said, these stalwarts — big and small — are facing a tech reckoning.

Banking Institutions *(continued)*

Since 1995, the number of bank locations nationwide has consistently fallen. Numerous forces are behind the shrinking banking industry, including mergers, economic downturns, and the rise of digitally innovative fintech upstarts that excel at attracting younger consumers. Legacy banks have especially lagged in tech adoption leaving opportunities open for more tech-focused brands to swoop in and steal those ready for a modern banking experience.

66% of consumers engage with financial institutions using a mobile device compared to 33% who engage via desktop.

To overcome this industry-wide sea change and meet today's consumer expectations, banks must rapidly invest and scale up their omnichannel tech investments — from mobile apps to online listings to in-store bank tellers.

Here's a look at how well banks around the U.S. have implemented online visibility and reputation solutions and strategies:

Local Brand Visibility (LBV) Score: Banks

Bank	Score
Commerce Bank	85
TBK Bank	70
Hancock Whitney	64
U.S. Bank	60
Wells Fargo	56
Comerica	55
Bank of America	51
Chase Bank	49
Bank of the West	48
Citibank	44

Average Score: 58.2

LBV QUICK TAKE

With only one bank hitting an LBV score above 70 (TBK barely missed the mark), the banking sector has real online visibility work to do. Younger consumers especially won't wait around for banks to catch up to modern CX expectations. They'll nonchalantly switch loyalty to a brand that meets their needs.

Banking Institutions *(continued)*

Listings Score

Comerica	98
TBK Bank	97
Commerce Bank	91
Bank of the West	90
Chase Bank	90
Hancock Whitney	88
U.S. Bank	88
Bank of America	82
Citibank	82
Wells Fargo	81
Average Score	**88.7**

Listings Accuracy

Citibank	99%
TBK Bank	99%
Bank of the West	99%
Commerce Bank	98%
Comerica	96%
Wells Fargo	91%
Chase Bank	87%
U.S. Bank	86%
Bank of America	79%
Hancock Whitney	75%
Average Score	**87%**

Competitor Score

Hancock Whitney	71
TBK Bank	70
Commerce Bank	66
U.S. Bank	64
Wells Fargo	64
Citibank	54
Comerica	53
Bank of America	50
Chase Bank	49
Bank of the West	34
Average Score	**55.8**

CUSTOMER EXPERIENCE IN FOCUS

Keep Consumers Informed and Satisfied with Stellar Listing Accuracy

To show up at a bank only to find the doors locked tight is beyond frustrating — especially if the online listing clearly displays the location as open. Recently, customers in Oregon experienced this exact frustration firsthand.

A national bank permanently closed a Portland-area neighborhood branch months ago. Yet, as of this writing, the online listing still reports the location as open with regular hours. According to recent reviews, local customers aren't happy.

Whether a bank has ten regional branches or 10,000 worldwide, listing accuracy matters for every individual location. Not only do accurate listings create positive experiences for people searching online for a nearby bank. Listing accuracy also influences a brand's overall search visibility, helping banks to land higher on the SERPs.

Large banking enterprises might be tempted to ignore a few inaccurate branch listings, but that just opens up the opportunity for brands with exquisite accuracy to rise above on search. Fantastic listing accuracy is effortless, no matter the size of your enterprise. It simply takes the right software and support investment.

> **B** ★☆☆☆☆ 3/5/2021   Westfield, IN
>
> Is this branch closed forever or what!? Google listings say it's open but whenever I show up it's closed even during the day. Not coming back and switching to the bank down the street.
>
> Becky

Banking Institutions *(continued)*

(All Time)

Google Ratings	
Commerce Bank	3.9
TBK Bank	3.5
Chase Bank	3.3
Comerica	3.3
Hancock Whitney	3.2
Citibank	2.8
U.S. Bank	2.8
Wells Fargo	2.6
Bank of America	2.5
Bank of the West	2.1
Average Score	**3.0**

Review Response Rate	
Commerce Bank	83%
TBK Bank	75%
Hancock Whitney	55%
U.S. Bank	47%
Wells Fargo	45%
Bank of America	39%
Citibank	27%
Chase Bank	0%
Comerica	0%
Bank of the West	0%
Average Score	**30%**

Review Score	
Hancock Whitney	61
U.S. Bank	57
TBK Bank	53
Commerce Bank	51
Wells Fargo	48
Bank of America	42
Comerica	40
Chase Bank	34
Citibank	31
Bank of the West	30
Average Score	**44.7**

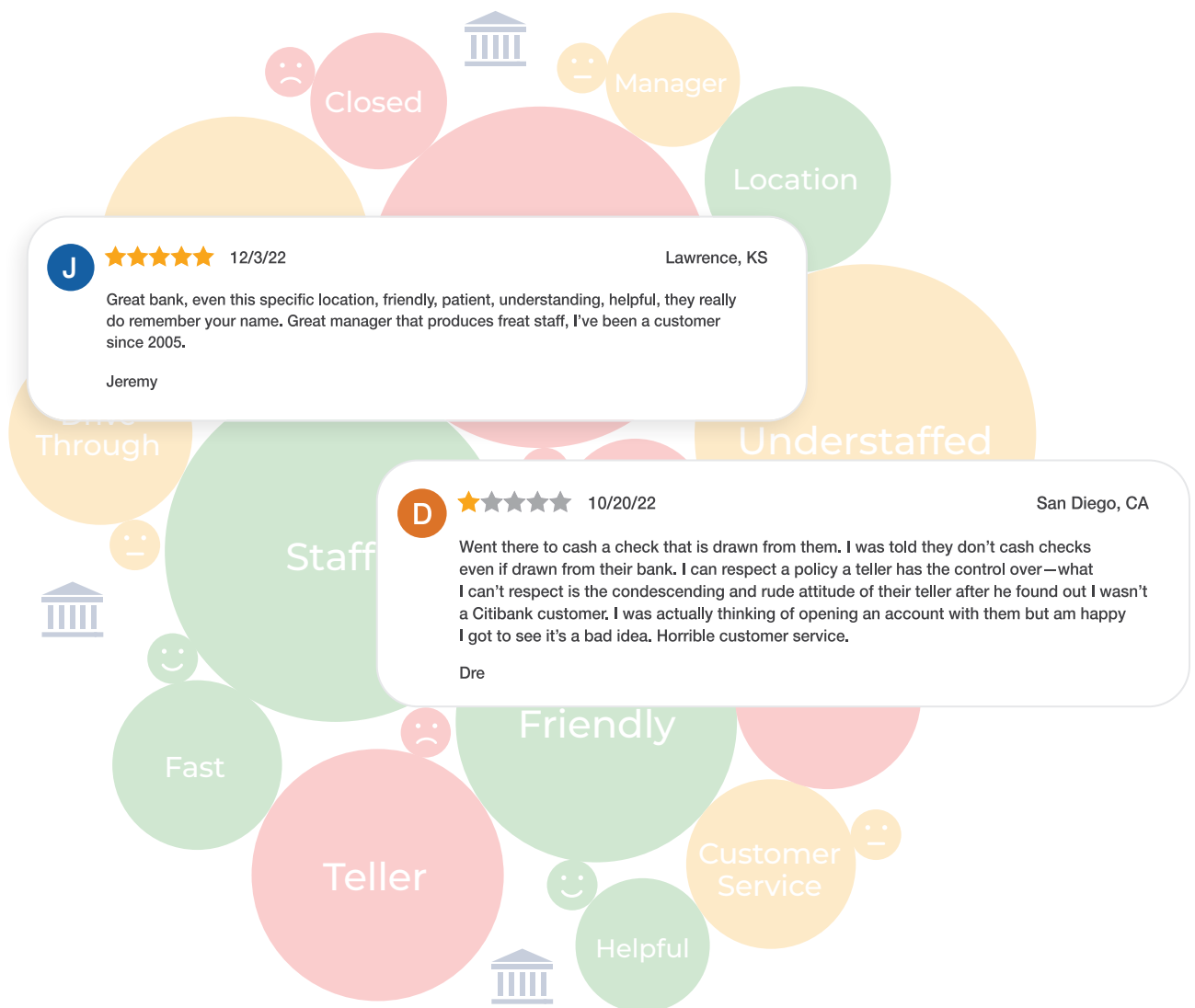## Customer Sentiment: Banks

With Chatmeter's AI-backed customer sentiment analysis tool, Pulse, we uncovered the top five positive, negative, and neutral keywords used most often in online customer reviews about the ten banks analyzed. The larger the bubble, the more often consumers mentioned that keyword in their online reviews:

Sentiment Insights for Banks

Sentiment Insights for Banks

- In-store customer service and convenience was top of mind, for reasons good, bad, and neutral. Whether pleased with the **Friendly Staff** or frustrated with **Managers**, people won't stay silent about their interactions with bank employees.

- Banks must focus on the customer experience regarding **ATMs** and **Drive-Through** lanes. Customers consistently expressed both negative and neutral sentiments. The takeaway? Invest in these essential banking experiences to make them easy and convenient.

- Why worry about neutral keywords, like **Understaffed** or **Customer Service**? These keywords are within striking distance of rising to a positive sentiment — or falling to a negative one. Dig into the reviews and metrics containing these words to determine how to move them in the right direction.

J ★★★★★ 12/3/22 Lawrence, KS

Great bank, even this specific location, friendly, patient, understanding, helpful, they really do remember your name. Great manager that produces freat staff, I've been a customer since 2005.

Jeremy

D ★☆☆☆☆ 10/20/22 San Diego, CA

Went there to cash a check that is drawn from them. I was told they don't cash checks even if drawn from their bank. I can respect a policy a teller has the control over—what I can't respect is the condescending and rude attitude of their teller after he found out I wasn't a Citibank customer. I was actually thinking of opening an account with them but am happy I got to see it's a bad idea. Horrible customer service.

Dre

Closed · Manager · Location · Drive Through · Understaffed · Staff · Fast · Friendly · Teller · Customer Service · Helpful

Top Insights

### Regional Brands Outrank Bigger Banks

In nearly every category, regional banking brands achieved the highest scores. With around 250 locations in the Midwest, Commerce Bank scored the best marks and stayed within the top five. Three other regional banks — Comerica, TBK, and Hancock Whitney — also achieved strong scores, leaving the Bank of the West as the one regional entity to struggle.

Strong Listings and Accuracy Scores

It's a positive indicator of health that half of the banking brands studied had a 95%+ listings accuracy rate. However, listings are only a piece of the online visibility pie. For example, Citibank achieved the highest score with a stellar 99% accuracy rate yet landed dead last for LBV as they dropped the ball elsewhere.

Review Scores Need Work

With an average Review Score of 44.7, banks have a ways to go before they can boast a positive online presence. While Hancock Whitney leads, a Review Score of 61 still requires extra work. The upside? Even a modest boost in investment for listings and reputation management can yield positive results quickly.
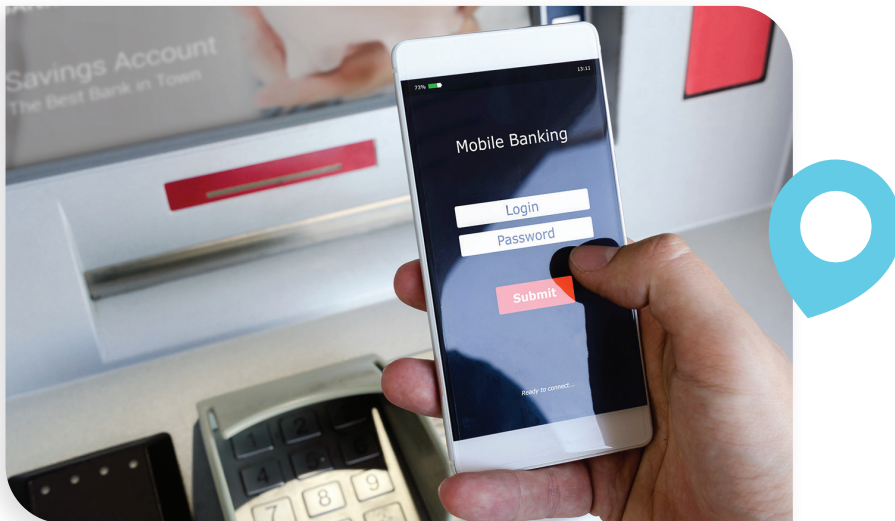
Our Recommendations

Invest In CX Tech

All banks, regardless of size or location, must invest more resources into technology solutions that drive loyalty and exceptional customer experiences. From sentiment analysis software that deciphers praises and pain points in real-time to review response platforms that never let an online review go unanswered, many options exist to ensure every interaction exceeds expectations.

33% of consumers say they would change a negative review into a positive review if a brand responded to their online feedback.

Respond to More Online Reviews

Connect with consumers and boost overall satisfaction by responding to online reviews on Google, Apple Maps, social media — anywhere customers reach out. Commerce Bank is by far the best at review response with an 83% all-time response rate. Conversely, **three banks we analyzed never responded to a single customer review.**

Keep Online Listings Complete and Accurate

Without the right tech, effectively managing online listings for each branch location, ATM, and drive-through lane can feel daunting. However, it's essential for success and customer satisfaction. Otherwise, customers will feel like those trying to visit that Portland, Oregon bank branch — **very frustrated.**

6 | **Industry Breakout**

Credit Unions

In nearly every way, the credit union sector outshone all other niche industries analyzed for overall CX. This success appears closely correlated to the community-led and member-first values supported by top credit unions. Studies show credit unions outrank other FIs regarding trust and customer loyalty. As the omnichannel customer experience further intertwines, carrying those values through every online and offline interaction will become increasingly essential.

Credit Unions *(continued)*

With strong scores for online presence overall, credit unions bridge this gap quite successfully. That said, one credit union stands above the rest — Florida-based credit union VyStar. VyStar only missed the number one spot under the Listing Accuracy category, where the North Carolina-based States Employees Credit Union won out.

The other credit unions sit in relatively good positions and can easily replicate VyStar's success by continuing to build on human-centered CX strategies. The impact can be further bolstered by integrating more tools, platforms, and strategies designed to amplify online visibility and seamlessly connect with members digitally and in person.

More positive reviews, higher star ratings, and strong sentiment scores push listings farther up the SERPs leading to greater online visibility — and a better LBV. Here, VyStar again outranked the others with the most local brand recognition buoyed by high review response rates and Google visibility ratings.

Local Brand Visibility (LBV) Score: Credit Unions

VyStar	84
State Employees Credit Union	66
BECU	61
Navy Federal Credit Union	59
Golden 1 Credit Union	55
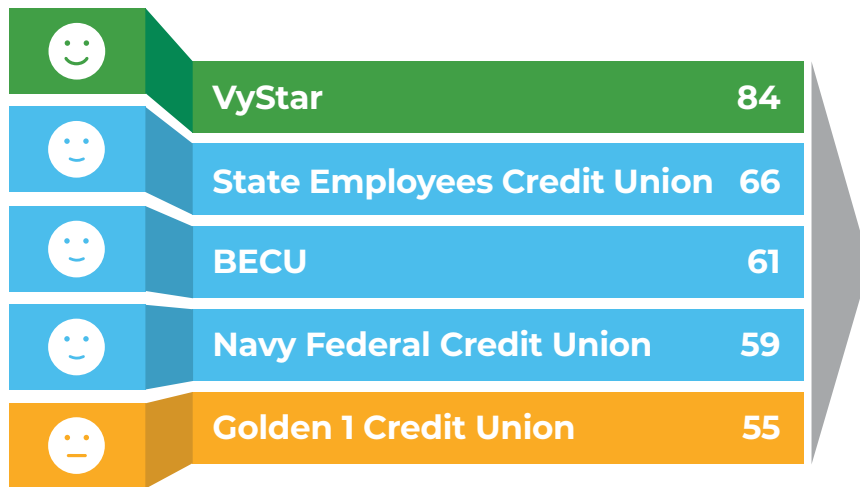
Average Score: **65**

LBV QUICK TAKE

Vystar soared over the competition, landing an outstanding LBV score of 84. The rest scored in the middle of the LBV spectrum. No others hit an "Industry Leader" score, but none fell into the negative. That puts any brand within striking distance to meet or exceed VyStar's success with investments in reputation and listing management.

Credit Unions *(continued)*

Listings Score	
State Employees	97
VyStar	93
BECU	93
Navy Federal	86
Golden 1	82
Average Score	**90.2**

Listings Accuracy	
VyStar	99%
State Employees	99%
Golden 1	94%
BECU	80%
Navy Federal	68%
Average Score	**81%**

Competitor Score	
VyStar	93
BECU	73
Golden 1	66
State Employees	60
Navy Federal	58
Average Score	**70**

CUSTOMER EXPERIENCE IN FOCUS

How Community-Driven Credit Unions Can Attract and Maintain Loyal Members

While location, convenience, and customer service remain important, consumers today expect more from their chosen financial institutions. Around 64% of people prefer financial institutions dedicated to authenticity, transparency, and doing more for the greater good. This is especially true for millennials and Gen Z — the fastest-growing demographics in finance.

To attract this eco-savvy and highly-educated clientele, all financial institutions must proactively communicate their positive actions in impacting employees, customers, local communities, and the planet. As community-focused, not-for-profit entities, credit unions can outshine their traditional finance competitors by proving they have the real pulse on what their local community wants from their favorite branches.

For example, Seattle Credit Union in Washington State promotes its Feel Good Checking program, where $20 is donated to a local non-profit whenever someone opens a new account. To date, the program has raised $233,838. In Colorado, Westerra Credit Union offers a free Annual National Parks Pass to its Earth-loving and nature-obsessed clientele proving that it has an accurate pulse on local community passion.

These are just a few ways credit unions can promote their values, reach the local community, and connect with current and prospective clientele. Others ideas include holding free seminars on financial literacy, participating in community events, or using days off to volunteer for local charities.

R ★★★★★ 10/3/23   Lakewood, CO

Been with this credit union since 2016 and they never stop impressing me. They are absolutely the best cost $$ for checking/savings and their interest rates are always low. On top of that they know most people by name and treat you like family.

Robert

Credit Unions *(continued)*

Google Ratings	
VyStar	4.9
State Employees	3.9
Navy Federal	3.4
BECU	3.2
Golden 1	2.7
Average Score	**3.62**

(All Time)

Review Response Rate	
VyStar	92%
BECU	73%
Golden 1	34%
Navy Federal	3%
State Employees	0%
Average Score	**40%**

Review Score	
VyStar	79
BECU	67
Golden 1	54
State Employees	54
Navy Federal	54
Average Score	**59.4**

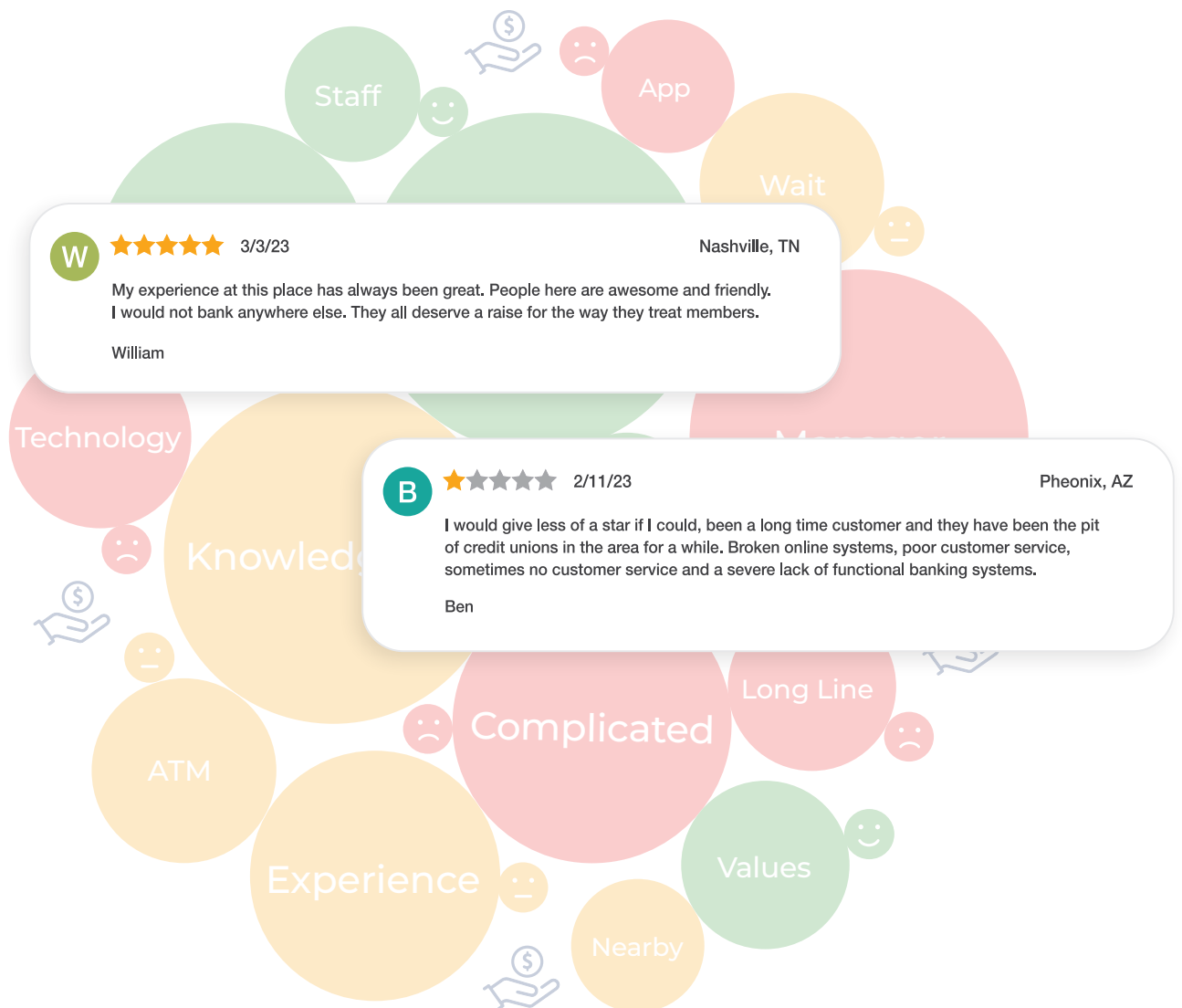## Customer Sentiment: Credit Unions

With Chatmeter's deep listening tool, Pulse, we uncovered the top five positive, negative, and neutral keywords used most often in online customer reviews about the five credit unions analyzed. The larger the bubble, the more often consumers mentioned that keyword in their online reviews:

Sentiment Insights for Credit Unions

Sentiment Insights for Credit Unions

- The local community is a credit union's strongest asset. For the most part, brands have embraced that. Keywords reflecting a commitment to community, including **Community, Service,** and **Values** commonly appear associated with a positive sentiment.

- Keywords like **Technology** and **App** are more regularly attached to negative sentiments than other niche industries. Credit unions must focus on fine-tuning the omnichannel customer experience.

- Neutral keywords, like **Wait, ATM,** and **Experience,** suggest the physical in-store CX may be underwhelming — but not bad enough to entirely turn people away. That suggests that credit unions will find more profound insights into their CX by exploring the details of neutral reviews and devising strategies to push those sentiments into the green.

Staff

App

Wait

W ★★★★★ 3/3/23   Nashville, TN

My experience at this place has always been great. People here are awesome and friendly. I would not bank anywhere else. They all deserve a raise for the way they treat members.

William

Technology

Knowledge

B ★☆☆☆☆ 2/11/23   Pheonix, AZ

I would give less of a star if I could, been a long time customer and they have been the pit of credit unions in the area for a while. Broken online systems, poor customer service, sometimes no customer service and a severe lack of functional banking systems.

Ben

Long Line

Complicated

ATM

Experience

Values

Nearby

Top Insights

Lackluster Digital Transformation

Glitchy, sparse, or nonexistent apps, online payments, and other banking tech popped up as a common pain point for credit union customers. People might love the idea of joining a credit union yet hesitate due to the additional resources the larger entities can afford. While many members will happily trade off expansive tech integrations for the perks of joining a credit union, they still expect decent functionalities for a seamless, user-friendly experience.

90% of employees say that without an investment in CX technology, their brand will lose business to brands that do.

Members Crave Community and Core Values

Given their regional and local cache, credit unions heavily rely on community, often developing long-lasting, personal, and generational customer relationships. Don't lose this perspective. The top positive keywords relevant to the brands analyzed highlight the importance of community, core values, and friendly service.

Slightly Above-Average Review Results

While not quite struggling, all credit unions have room to grow regarding online reviews ratings, scores, and engagement. A 40% average review response is stronger than other financial sectors but is well below the goal of 90% or above. Additionally, most ratings and review scores aren't terrible yet leave significant room for positive growth.

Our Recommendations

Kick Up Local Community Love

Credit unions can capture market share by leveraging their best asset — online and offline communities. Ramp up member engagement with a more substantial review response process. Give back to the community through fundraising. Or, start a financial education series. There are countless ways to prove to current and future customers that people matter most to the brand.

Level Up the Tech Budget

Credit unions often lack the massive budget to afford the digital bells and whistles that huge banking brands offer. Still, they must carve out a budget to create and maintain high-quality digital products, features, services, and CX optimization software. Perfectly balancing tech investments with other expenses might be more challenging than for the big banks. But by listening closely to customers, credit unions can hear exactly where consumers want the brand to prioritize its tech investments.

Increase Personalized Omnichannel Connections

Don't lose focus on creating exceptional CX the moment a member exits a credit union location. In 2023, people expect stellar experiences and authentic engagement at every touchpoint — from the teller to the ATM to the mobile app. Any credit union can improve current CX with tools like suggested review response generators or sentient analysis solutions to ensure brand-wide member satisfaction.

7 | **Industry Breakout**

Insurance

Success today means investing in emerging technologies that drive growth by mining real-time consumer intelligence. While some insurance companies have implemented agile, data-driven CX strategies through solutions like deep listening software, there's plenty of room for improvement.

Insurance *(continued)*

While the insurance sector strives to level up its digital transformation strategy, it has far to go — especially regarding omnichannel CX. As an expertise-driven industry emphasizing face-to-face and document-heavy client services, it's understandable that the first digital transformation investments leaned into platforms focusing on document automation, risk assessment, compliance analysis, and online appointment scheduling.

While all undoubtedly critical, insurance brands in 2023 should consider them table stakes in today's competitive world. It's time for insurance brands to evolve their digital capabilities and embrace cutting-edge BI tools designed to precisely understand their clients at every step of the customer journey.

Digital transformation isn't just about updating and streamlining technology for better, more modern business practices. It's also about utilizing innovative tools to enhance and optimize the customer's experience. Insurance brands can go beyond accurate location listings and basic review aggregation by investing in the right solutions to create loyalty-boosting, human-centered moments.

Local Brand Visibility (LBV) Score: Insurance

Brand	Score
State Farm	69
Allstate	66
Liberty Mutual	52
Northwestern Mutual	41
Prudential	31
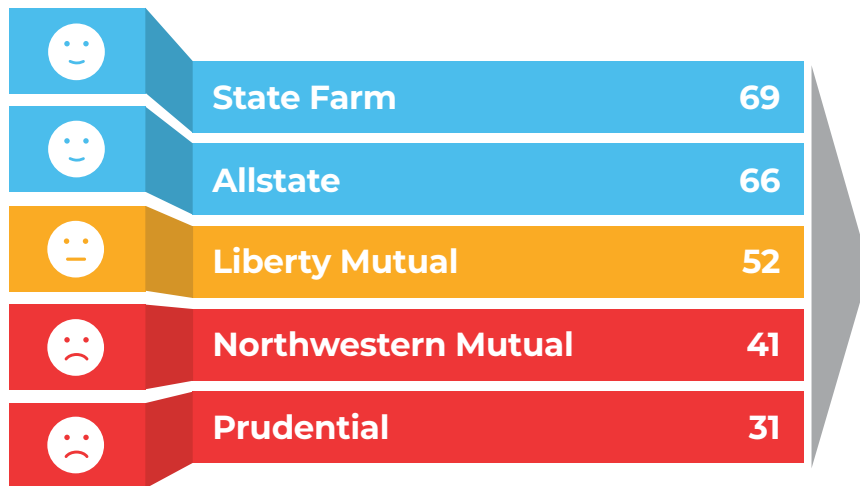
Average Score: **51.8**

LBV QUICK TAKE

No insurance brand achieved higher than an LBV score of 70 – the number necessary to be considered an industry leader in local SEO. While State Farm got close with 69 and Allstate wasn't far behind with 66, the LBV scores for the remaining brands registered as fair or poor. These findings show that the industry has some serious local SEO work to do in 2023.

Insurance *(continued)*

Listings Score	
Allstate	94
State Farm	87
Prudential	70
Northwestern Mutual	64
Liberty Mutual	62
Average Score	**75.2**

Listings Accuracy	
State Farm	93%
Allstate	92%
Prudential	70%
Liberty Mutual	64%
Northwestern Mutual	51%
Average Score	**74%**

Competitor Score	
State Farm	85
Liberty Mutual	76
Allstate	72
Northwestern Mutual	64
Prudential	64
Average Score	**72.2**

CUSTOMER EXPERIENCE IN FOCUS

A Growing Insurance Brand Boosts Customer Satisfaction and Engagement with CX Tech

After initiating a listings management program, a mid-sized insurance company based in Georgia saw a sizable bump in online visibility scores and foot traffic — but results eventually plateaued. While their listings remained well-optimized and consistently ranked in the top spots on Google search, they lagged in other areas, including review scores.

The company's marketing specialist contacted the brand's online listings management partner who recommended upgrading the platform to a more robust reputation and CX analysis solution. Despite concerns that an expanded omnichannel CX strategy wasn't necessary for their insurance brand, the CMO decided to try it out and approved the budget.

The insurance company soon increased its engagement with online customers by rapidly responding to reviews and discovering positive and negative CX trends — from rave-worthy agents to unkempt waiting rooms. The company acted on these insights and made strategic enterprise-wide and location-specific adjustments to enhance every touchpoint.

In six months, the insurance company consistently claimed the top spot in search rankings, saw an increase in appointments booked online, and upped its 5-star review count by 25% in most regions. The team is thrilled with the results and plans to further expand the platform's capabilities in 2024.

K ★★★★★ 4/3/22   Worcester, MA

Veronica was very kind and quick to call me back on some questions I had on my policy. Very professional and knowledgeable! Thank you guys for all your assistance and for my family's insurance needs!

Kasandra

Insurance *(continued)*

(All Time)

Google Ratings	
Liberty Mutual	5.0
State Farm	4.9
Allstate	4.6
Prudential	4.0
Northwestern Mutual	3.3
Average Score	**4.36**

Review Response Rate	
Liberty Mutual	88%
State Farm	79%
Allstate	25%
Prudential	0%
Northwestern Mutual	0%
Average Score	**38%**

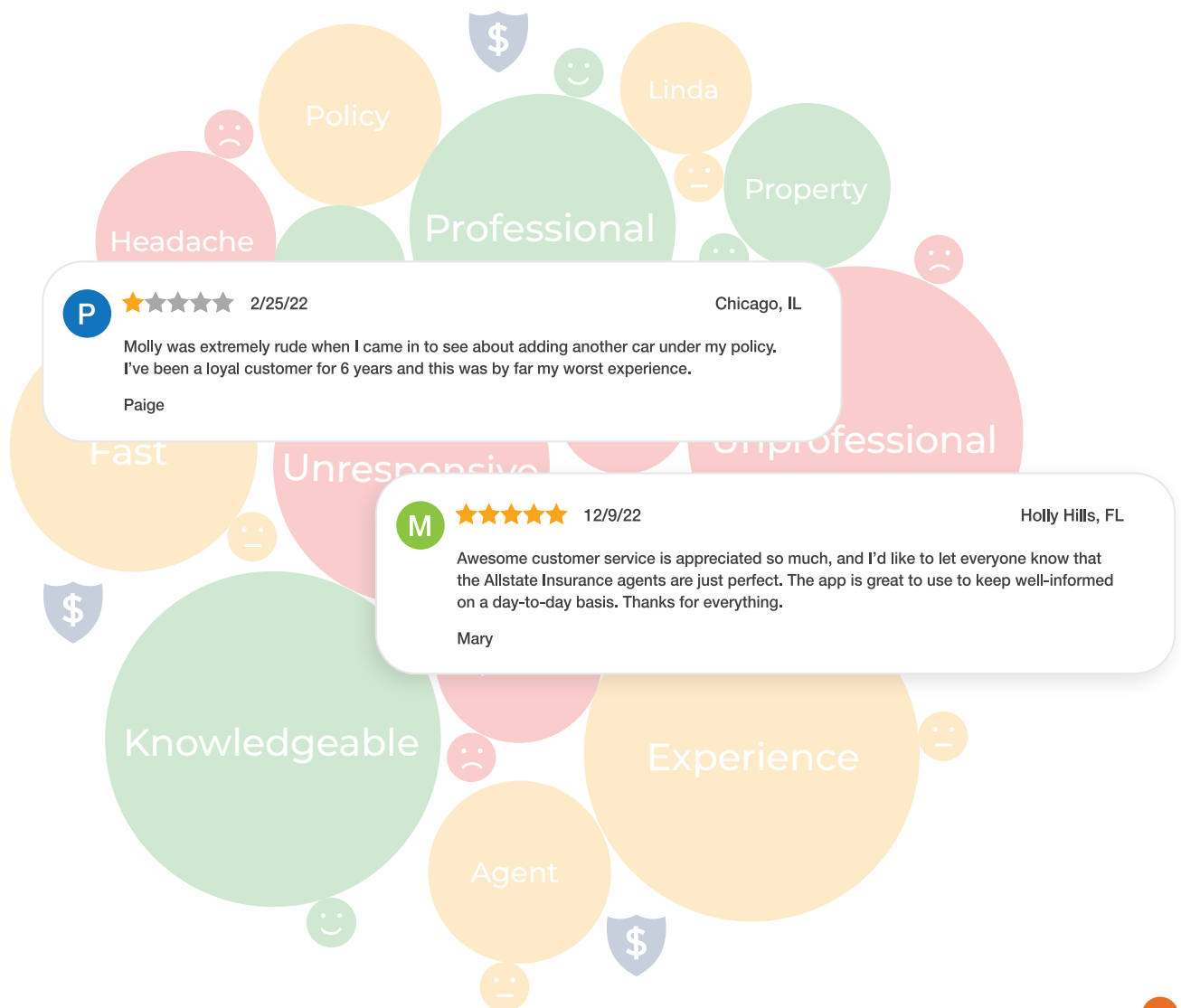| Review Score	
State Farm	77
Liberty Mutual	75
Allstate	60
Northwestern Mutual	31
Prudential	4
Average Score	**49.2**

CHATMETER

Customer Sentiment: Insurance

Here are the top five positive, negative, and neutral keywords used most often in online customer reviews about the five insurance brands analyzed. The larger the bubble, the more often consumers mentioned that keyword in their online reviews:

Sentiment Insights for Insurance Brands

Sentiment Insights for Insurance Brands

- In the complex insurance industry, people rely on the expertise and support of agents and staff. As keywords like **Professional, Helpful**, and **Knowledgeable** commonly arise with a positive sentiment, insurance brands appear to succeed as trusted industry experts.

- **Value** and **Expensive** commonly emerge with a negative sentiment attached. While costs associated with insurance policies can't significantly shift, the strategies for ensuring stellar CX everywhere else can. Brands should focus on building experiences so personal and authentic that cost isn't necessarily the top consideration for customers.

- Moreso than other sectors, online reviews for insurance brands specifically mention the names of agents and staff members. While **Linda** received the most shout-outs overall, this is one example of how insurance brands can pinpoint wide-ranging employee successes and shortcomings via VoC feedback.

Policy

Linda

Headache

Professional

Property

P ★☆☆☆☆ 2/25/22   Chicago, IL

Molly was extremely rude when I came in to see about adding another car under my policy. I've been a loyal customer for 6 years and this was by far my worst experience.

Paige

Fast   Unresponsive   Unprofessional

M ★★★★★ 12/9/22   Holly Hills, FL

Awesome customer service is appreciated so much, and I'd like to let everyone know that the Allstate Insurance agents are just perfect. The app is great to use to keep well-informed on a day-to-day basis. Thanks for everything.

Mary

Knowledgeable

Experience

Agent

Top Insights

Insurances Companies Win with Spectacular Google Scores

With stellar Google Ratings scores of 5.0 and 4.9, respectively, Liberty Mutual and State Farm have mastered CX and inspired clients to take their kind words to the web. The average score of 4.36 demonstrates that insurance agencies do a decent job focusing on client satisfaction.

A website's click-through rate (CTR) **improves by almost 31%** when it moves just one spot up on Google's search engine results pages.

Middling At-Best Review Response Success

Aside from Liberty Mutual and State Farm's above-average scores, insurance companies have much work to do regarding their review response strategies. Allstate is at least on the board with a low 25%, but Prudential and Northwestern Mutual show up with a 0% response rate.

High-Quality Listings with Room for Growth

Overall, insurance brands do well with online listings management. While Allstate and State Farm rise above with scores in the 90s and high 80s, no company falls completely flat. However, no brand set on growth should be content with coasting, especially when cost-effective tech solutions are available to advance all aspects of CX.

Our Recommendations

Smart Investments for Stronger Customer Engagement

CX software for review, reputation, and listing management can precisely identify the preferences of insurance customers. By extracting real-time insights and analytics for a single location, a regional group, or across the enterprise, brands can leverage this advanced technology to boost customer engagement, online visibility, and brand love.

Rev Up Review Response

When insurance clients leave an online review, they deliberately open a door for two-way dialogue and expect a fast response. Brands can accelerate CX acumen and strengthen loyalty-building client connections by responding to every review with empathy, authenticity, and substance.

87% of consumers say online reviews and ratings are more critical today than before the pandemic.

Lean Into Online Listings

Whether a brand has dozens or thousands of locations, the right platform streamlines the entire online listings process. Ideally through a single user-friendly dashboard, insurance brands can confidently know that every location listing is complete, up-to-date, and accurate — making the achievement of a 90+ listings score truly attainable.

8 | **Industry Breakout**

Tax Services

As an industry with a defined busy season, tax services face different challenges than other financial sectors. With the bulk of annual revenue condensed into a few months, tax brands must get it right when it matters most. Otherwise, clients won't feel driven to revisit the business when next year's tax season rolls around, especially if competitors already have a CX edge.
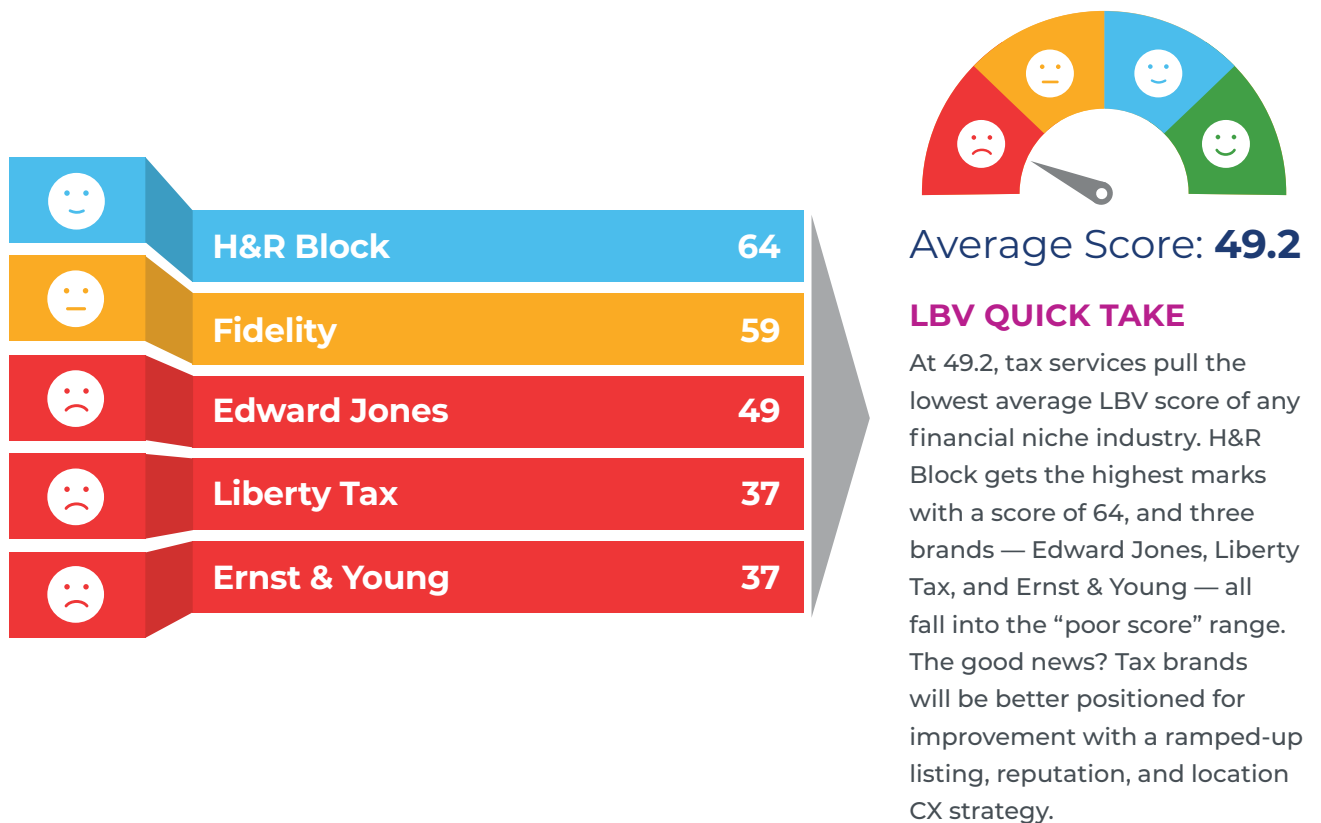
Tax Services *(continued)*

Tax services also face rising competition between more than local brick-and-mortar stores. While some location-based brands have added supplemental digital services for filing taxes and meeting with advisors and experts online, fully self-service platforms like TurboTax offer a new avenue for consumers to do it all from the comfort of home.

Consumers who do choose in-person services expect higher expertise, empathy, and trustworthiness when getting taxes done — and done right. Between IRS worries, complicated filing processes, and a desire for maximum returns, people expect an exceptionally professional tax service journey. And for most, the journey begins online.

By instilling a proactive online review and reputation management strategic plan, tax brands can ensure every relationship is built on a foundation of trust. With an enhanced online presence, tax services can capture more attention, build stronger relationships, and convert passive searchers into actual clients this and every tax season.

The tax services analyzed have tremendous opportunities to bridge the gap between the online and offline customer experiences.

Local Brand Visibility (LBV) Score: Tax Services

H&R Block	64
Fidelity	59
Edward Jones	49
Liberty Tax	37
Ernst & Young	37

Average Score: **49.2**

LBV QUICK TAKE

At 49.2, tax services pull the lowest average LBV score of any financial niche industry. H&R Block gets the highest marks with a score of 64, and three brands — Edward Jones, Liberty Tax, and Ernst & Young — all fall into the "poor score" range. The good news? Tax brands will be better positioned for improvement with a ramped-up listing, reputation, and location CX strategy.

Tax Services *(continued)*

Listings Score		
H&R Block	94	🙂
Fidelity	94	
Edward Jones	90	
Ernst & Young	79	
Liberty Tax	63	
Average Score	**77.3**	

Listings Accuracy		
H&R Block	99%	🙂
Fidelity	97%	
Edward Jones	83%	
Ernst & Young	81%	
Liberty Tax	63%	
Average Score	**85%**	

Competitor Score		
Liberty Tax	85	☹️
Edward Jones	76	
Fidelity	72	
Ernst & Young	64	
H&R Block	N/A	
Average Score	**49.3**	

CUSTOMER EXPERIENCE IN FOCUS

A Tax Service Increased 5-Star Ratings By Listening to Real-Time Customer Feedback

The marketing manager for a national multi-location tax service saw consumers increasingly attracted to the convenience and low cost associated with online tax programs. To compete with the self-service tax software industry, she sought to understand what people liked and disliked about more traditional, in-person tax brands like hers.

The manager took the initiative to examine the brand's customer reviews and reputation analysis closely. She discovered recurring issues in 1-star reviews involving long waits, outdated offices, a perception of tax advisor inexperience, and expensive services. In 5-star reviews of the brand's closest competitors, people raved about professional and friendly tax advisors, fast and stress-free services, and significantly higher returns than online tax services.

The brand acted on feedback by:

· Creating educational materials about the benefits of in-person tax advice.

· Developing advisor training to increase expertise AND develop customer-relation skills

· Optimizing the scheduling process to reduce wait times

· Remodeling select branch offices to test the impact of a more modern environment on the customer experience

A year later, the tax service saw a significant increase in 5-star online reviews, more appointments were booked, and fewer complaints emerged. They also encouraged and provided support for updating the environment at more locations.

K ★★★★★ 5/25/22   Reno, NV

My tax experience was awesome because of my tax representative Laura. She made it so easy and simple for me to understand! I'll make sure to recommend her to others and be coming to her next year!

Kimberly

J ★★★★☆ 6/15/22   Reno, NV

The staff are friendly enough and seem to mean well. They are not condescending and seem very patient at this busy season, but the front desk at this particular location is poorly managed.

Jona

Tax Services *(continued)*

(All Time)

Google Ratings	
Ernst & Young	4.4
Liberty Tax	4.1
Edward Jones	4.0
Fidelity	3.7
H&R Block	3.3
Average Score	**4.2**

Review Response Rate	
Liberty Tax	45%
H&R Block	7%
Edward Jones	0%
Fidelity	0%
Ernst & Young	0%
Average Score	**10%**

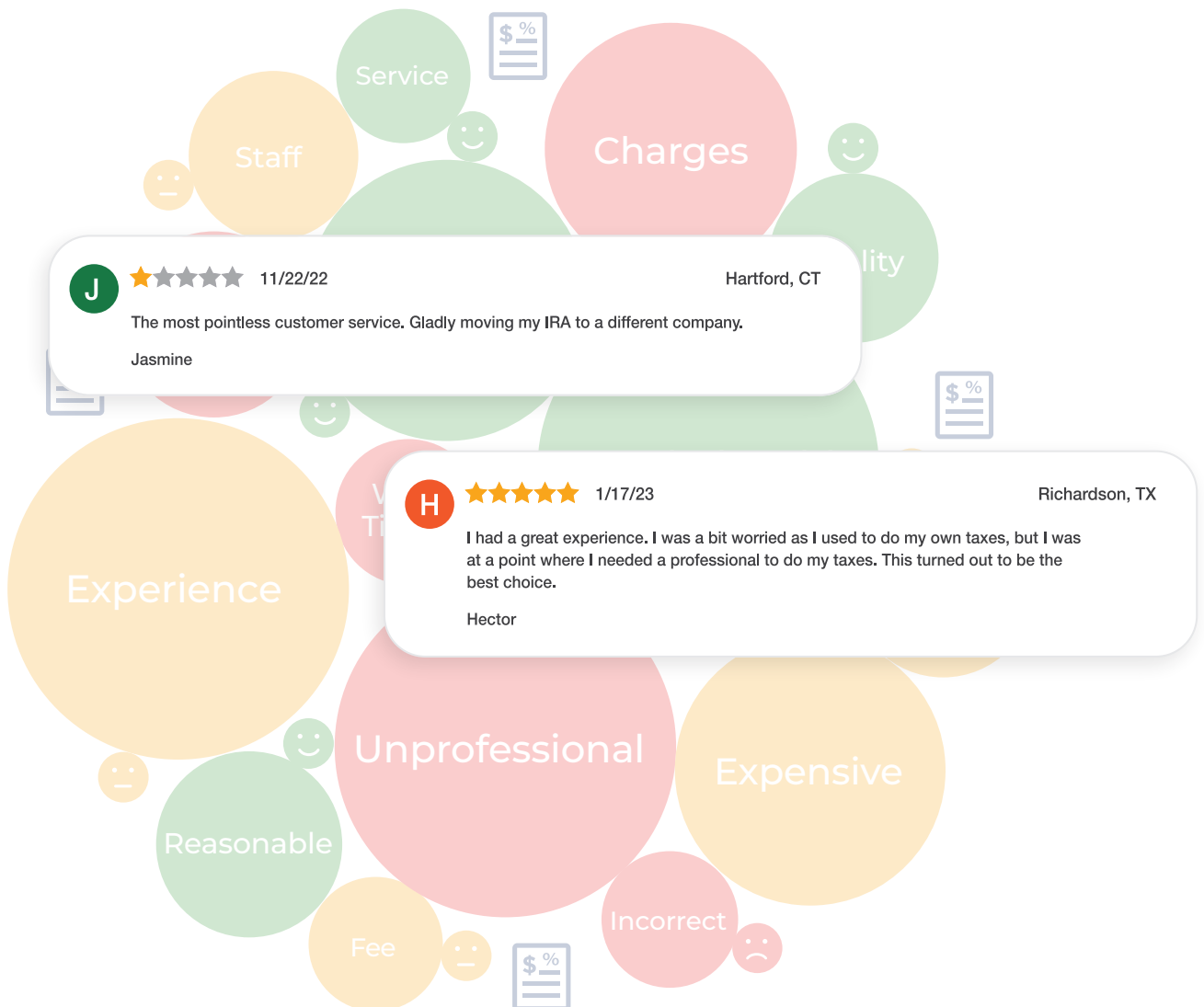| Review Score	
H&R Block	65
Liberty Tax	44
Fidelity	40
Edward Jones	30
Ernst & Young	22
Average Score	**40.2**

Customer Sentiment: Tax Services

Explore the top five positive, negative, and neutral keywords used most often in online customer reviews about the five tax services analyzed. The larger the bubble, the more often consumers mentioned that keyword in their online reviews:

Sentiment Insights for Tax Services

Sentiment Insights for Tax Services

- People will happily pay for a professional tax service — if they get exceptional quality, expertise, and professionalism. Keywords like **Service, Reasonable,** and **Quality** were tied to positive sentiments. **Charges** and **Unprofessional** were tied to negative.

- In striking distance of a positive sentiment, or falling to a negative, sit neutral keywords like **Price, Expensive**, and **Fee**. These also hint at customer ambivalence to paying what they see as an extra expense. Tax services should focus on over delivering on their CX to prove they are a better solution than self-service tax software options.

- The negative keyword sentiment of **Wait Times** again shows where and why tax services must over perform in CX. When software such as TurboTax allows consumers to file at home, brick-and-mortar brands must work harder to make the "offline" experience a perfect mix of expert advice and supportive service that takes the frustration and sting out of one of the more challenging times of the year.

Service
Staff
Charges
Quality

J ★☆☆☆☆ 11/22/22 — Hartford, CT

The most pointless customer service. Gladly moving my IRA to a different company.

Jasmine

H ★★★★★ 1/17/23 — Richardson, TX

I had a great experience. I was a bit worried as I used to do my own taxes, but I was at a point where I needed a professional to do my taxes. This turned out to be the best choice.

Hector

Experience
Unprofessional
Expensive
Reasonable
Fee
Incorrect

Top Insights

Review Response Rates Can Improve

Tax services severely struggle with consistent review responses. Three tax service brands have a 0% review response rate, and the industry average is just 10% — significantly lower than the 36% average across all 30 brands in this study.

Before visiting a new FI, **55% of consumers** check out the brand's Google listing.

Listings and Customer Sentiment Trend Positive

Tax service consumers generally express positive sentiments toward tax brands, especially regarding their in-house expertise on complex financial issues.
Tax services also do relatively well in maintaining business listings, though they could focus on gaining even greater information accuracy.

Struggling LBV Scores

With the lowest average LBV score of all financial sectors, tax services have plenty of work to do to succeed at omnichannel CX. As a traditional face-to-face service where branches run as independent entities under a more prominent brand, there is an additional layer of complexity when implementing a hyper-local CX strategy.

Our Recommendations

Ramp-Up Review Response

Low review response rates indicate that tax brands have yet to invest successfully in omnichannel CX and should consider committing to a year-round review response program to keep the conversation going anywhere clients wish to connect.

In the U.S., **31% of consumers** name a fintech brand as their primary financial relationship, up from just 6% in 2019.

Take an Enterprise-Wide Approach to Listings

Tax services can capitalize on their success with online listings by investing more deeply in reputation management technology. This will help all locations perform at the same level, ensuring brand consistency.

Unearth CX Blind Spots

When tax season ends, take time to identify the local-to-enterprise-wide CX successes and areas for improvement. And before the next tax season begins, use deep listening technology to mine unstructured and structured VoC data. Identify your blind spots and take action to set up the most successful year yet for CX.

9 | **Industry Breakout**
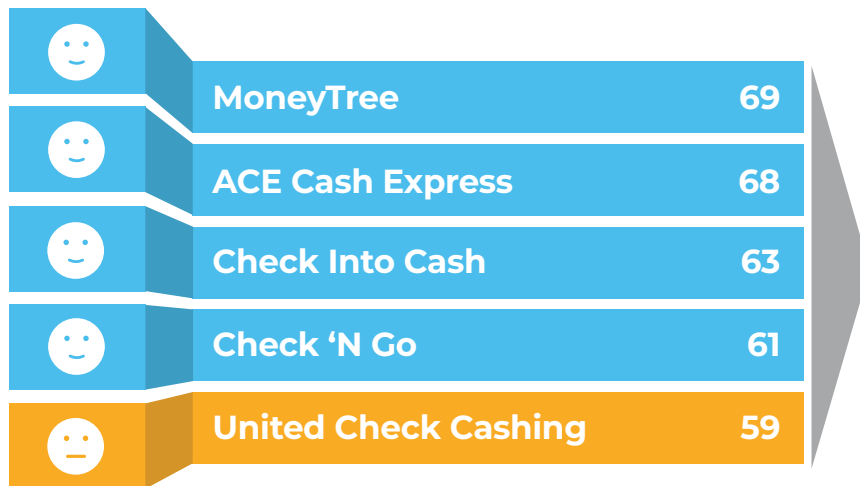
Check-Cashing Services

Check-cashing services are an essential part of the financial services system for millions of unbanked or underbanked consumers.

Check-Cashing Services *(continued)*

This highly competitive industry focuses on service and convenience. Most check-cashing customers aren't looking for a long-term complex financial relationship. Instead, they seek a single, efficient transaction — cash their checks at a convenient location quickly when needed.

Not surprisingly, this simplicity offers positives and negatives for boosting a cash-checking brand's online reputation and presence. There's no need for ATMs or wide-ranging financial products and services predicated on building deep relationships. But that doesn't mean this sector scores a free pass regarding CX. With fewer variables to reflect upon during a visit, customers nearly exclusively recall — and write online reviews about — their in-person experience.

Local Brand Visibility (LBV) Score: Check-Cashing Services

Brand	Score
MoneyTree	69
ACE Cash Express	68
Check Into Cash	63
Check 'N Go	61
United Check Cashing	59

Average Score: 64

LBV QUICK TAKE

Overall, check-cashing services do well at maintaining a decent online presence. While no brand quite hits the mark as an industry leader, MoneyTree gets close at 69, and Ace Cash Express is right behind with a 68. Of all the financial brands we examined in this report, only credit unions achieved a higher average LBV than check-cashing — by a single point.

Check-Cashing Services *(continued)*

Listings Score	
MoneyTree	96
Check Into Cash	95
United Check Cashing	84
ACE Cash Express	65
Check 'N Go	63
Average Score	**80.6**

Listings Accuracy	
MoneyTree	99%
Check Into Cash	96%
United Check Cashing	91%
ACE Cash Express	66%
Check 'N Go	63%
Average Score	**83%**

Competitor Score	
ACE Cash Express	97
Check Into Cash	95
Check 'N Go	90
MoneyTree	78
United Check Cashing	53
Average Score	**82.6**

CUSTOMER EXPERIENCE IN FOCUS

A Reinvigorated Review Response Strategy Brings More Foot Traffic Into This Check-Cashing Service

Last year, a fast-growing check-cashing service noticed their Google rankings consistently drop nationwide followed by a noticeable dip in foot traffic. While the decrease wasn't extreme, the corporate marketing team was adamant about stopping this downward trend in its tracks.

After consulting with their long-time reputation management partner and reviewing recent online review metrics and industry trends, the team discovered a similar drop in their review response rates. While never robust, the brand typically replied to about 55% of customer reviews. But lately, due to an employee departure, review response had been left on a back burner. Now, their response rate sat at a low of 8%.

The reputation partners recommended the marketing team reallocate resources and reinvigorate a review response strategy. Even if they couldn't immediately hit their previous mark, they had to respond to 1-star reviews to retain unsatisfied customers and encourage revised ratings while ramping up the process.

Within three months, the marketing team again hit that 55% watermark by responding to all 1–3 star reviews and significantly more 4-5 star reviews. Today, they consistently respond to 75% of all reviews and expect to hit 90% by the end of 2023. Google search ratings are trending back up, customers report higher satisfaction, and early indicators show an uptick in foot traffic.

A ★★★★★ 12/6/21 — Yonkers, NY

Steven was amazing! He helped us get the money we needed to be able to fix our car before payday. I'm so happy they made this experience so much easier!

Adrianna

G Response from the owner — Yonkers, NY
12/6/21

That's great to hear, Adrianna. We're so glad Steven was able to help you get the money you needed during a stressful time, We are here any time you need us!

Check-Cashing Services *(continued)*

(All Time)

Google Ratings	
ACE Cash Express	4.9
Check 'N Go	4.8
Check Into Cash	4.1
MoneyTree	4.1
United Check Cashing	3.1
Average Score	**4.2**

Review Response Rate	
ACE Cash Express	93%
Check 'N Go	82%
Check Into Cash	55%
MoneyTree	45%
United Check Cashing	26%
Average Score	**60%**

Review Score	
ACE Cash Express	90
Check Into Cash	72
Check 'N Go	72
MoneyTree	67
United Check Cashing	44
Average Score	**69**

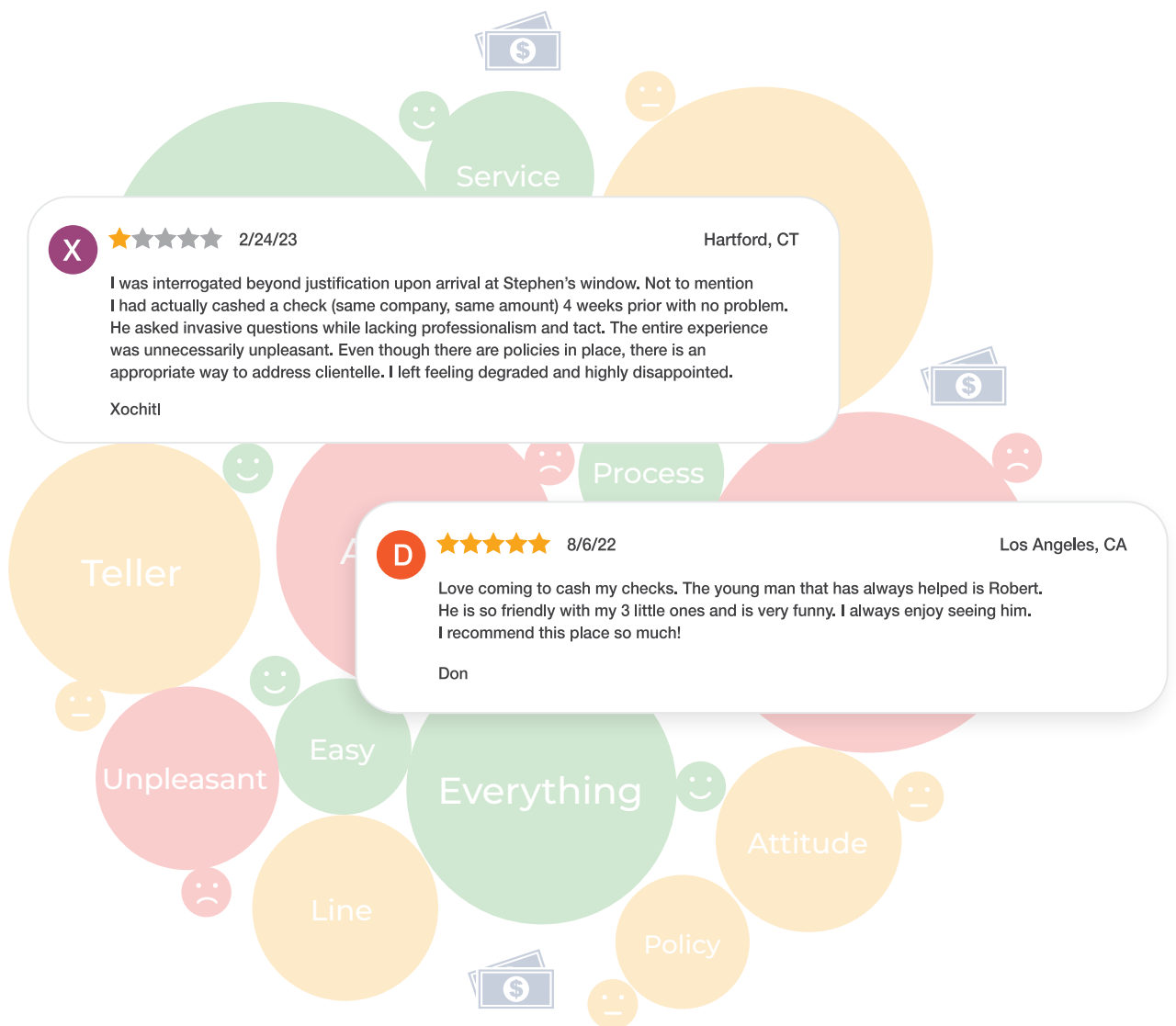## Customer Sentiment: Check-Cashing Services

Here are the top five positive, negative, and neutral keywords used most often in online customer reviews about the five check-cashing brands analyzed. The larger the bubble, the more often consumers mentioned that keyword in their online reviews:

Sentiment Insights for Check-Cashing Services
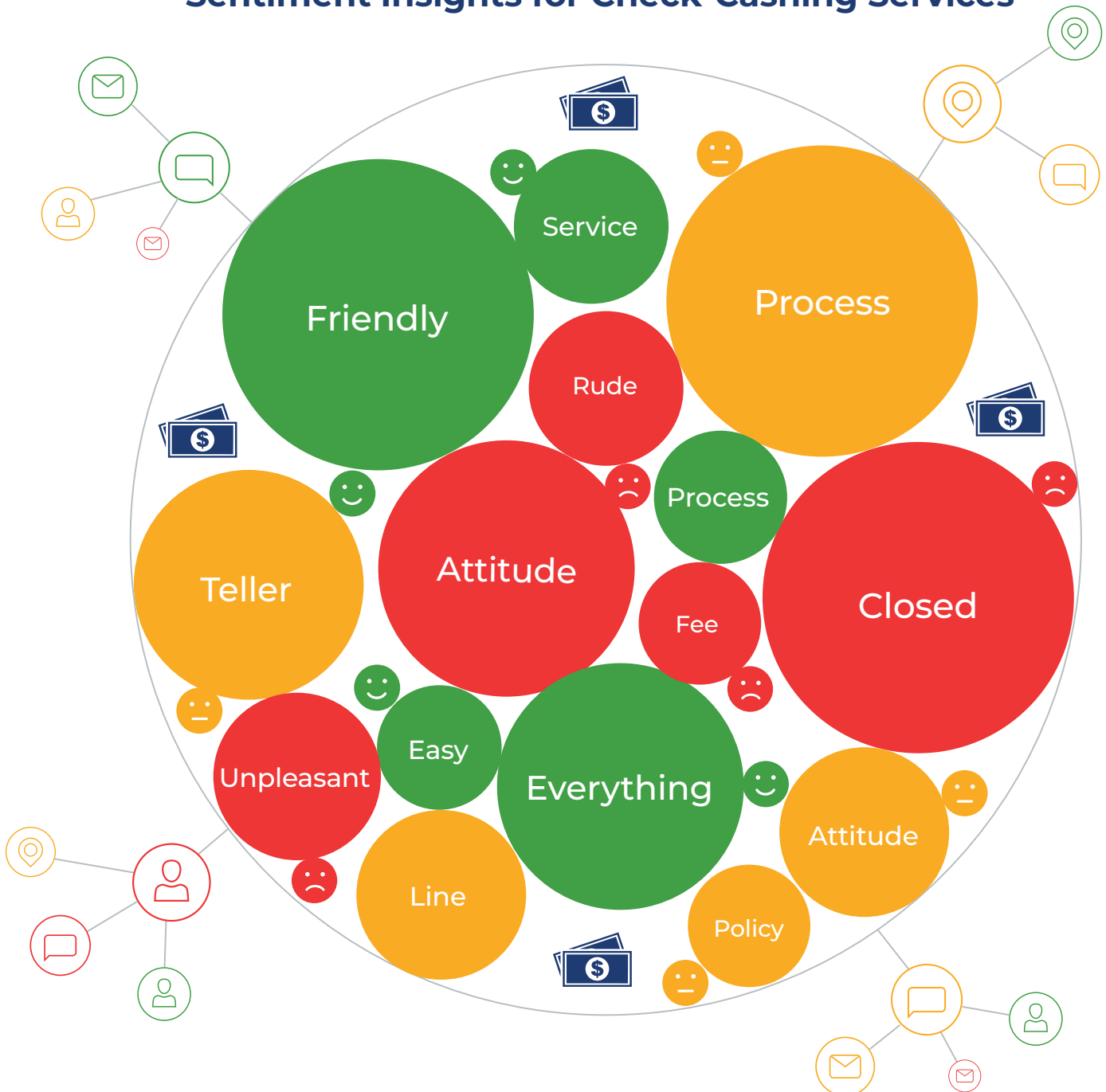
Sentiment Insights for Check-Cashing Services

- Check-cashing services trend positively for essential face-to-face experiences. Notable keywords attached to positive sentiments include **Friendly, Service,** and **Easy.**

- Negative keywords such as **Attitude, Rude,** and **Unpleasant** appear as common complaints. Brands must quickly respond to every poor review to try and make things right. Then they must determine if a particular store or employee needs additional training, support, or other intervention.

- With keywords like **Teller, Line,** and **Process** sitting comfortably in the neutral sentiment category, cash-checking services can find further ways to enhance how customers collect their money. A few strategic adjustments could be the only things standing in the way of garnering more positive sentiments.

> **X** ⭐☆☆☆☆ 2/24/23   Hartford, CT
>
> I was interrogated beyond justification upon arrival at Stephen's window. Not to mention I had actually cashed a check (same company, same amount) 4 weeks prior with no problem. He asked invasive questions while lacking professionalism and tact. The entire experience was unnecessarily unpleasant. Even though there are policies in place, there is an appropriate way to address clientelle. I left feeling degraded and highly disappointed.
>
> Xochitl

> **D** ⭐⭐⭐⭐⭐ 8/6/22   Los Angeles, CA
>
> Love coming to cash my checks. The young man that has always helped is Robert. He is so friendly with my 3 little ones and is very funny. I always enjoy seeing him. I recommend this place so much!
>
> Don

Top Insights

Fantastic Review Response Processes

The check-cashing sector is the only one where every brand analyzed actively and consistently responded to customer reviews. With an average score of 60%, there is room for improvement. However, this industry excels at omnichannel customer conversations.

76% of consumers would update a negative review if a company satisfied their complaint.

Target Flawless Service Over Everything Else

As the most transactional sector in this study, our findings show that friendly, efficient, and streamlined services impact CX more heavily than in other industries. Deep expertise and technology take a back seat to the quick transactions that get customers their money and get them on their way.

Decent Online Listings With Room to Grow

While strong compared to other industries, the overall listing score of 80.6 offers substantial opportunities for growth. This is especially true for a competitive niche industry with less brand stickiness than banks or credit unions. If potential customers search for a check-cashing service near them, they will likely choose the one landing on top of the SERP — unless bad reviews steer them away.

Our Recommendations

Be Found Anytime, Anywhere

Maintain optimized, completed, and accurate online listings for every location across all search directories. As a relatively straightforward service, check-cashing customers want to make this errand quick and easy. Ensure online listings are fully optimized so locations will reliably rise to the top of the search page and above local competitors.

Keep Up Review Response

Respond to online reviews and take note when issues arise, especially if they consistently reoccur. This could indicate a need for additional employee training or other actions. By measuring praises and pain points while comparing raw emotional customer sentiment across locations, brands can make agile adjustments to amplify satisfaction.

Hyperfocus on Omnichannel CX

Maintain vigilance over the online review management and response. Repeat customers are essential for any business, particularly for the check-cashing industry. Use reputation management tech to remain attentive to CX and ensure every transaction is perfectly and professionally executed.

10 | Conclusion: Fire Up Financial Brand Visibility and Reputation Strategy in 2023

Despite the rapid evolution of fintech and tech-enabled services, brick-and-mortar storefronts for financial brands aren't going anywhere. **In fact, 90% of consumers say they'd highly prefer a financial institution with physical locations.** Digital options are essential, of course, but when it comes to complex financial questions, people want and need to engage face-to-face.

Therefore, a cross-channel, **total CX strategy** is non-negotiable. While services and features vary brand-to-brand, consumers will always expect seamless, helpful, authentic, and trustworthy experiences online and off.

Financial services must adopt end-to-end deep listening, location CX platforms to achieve this. These platforms capture every word of the online "chatter that matters" to deliver in-depth, cost-effective brand intelligence.

An all-in-one tech solution enables entire organizations — regionally, nationally, and internationally — to derive the deepest data on the holistic CX success of a brand. Discover where challenges exist. Reveal unexpected growth opportunities. Celebrate the biggest wins. A single, user-friendly platform supports financial teams in building smarter, agile, and data-backed strategies that drive next-level results.

> Financial institutions gain unmatched insights mined through AI-driven deep listening capabilities by investing in today's top future-forward CX platforms.

Chatmeter is the only reputation management and brand intelligence company to combine AI-powered deep listening with real-time CX agility to drive customer loyalty and growth for multi-location enterprises. Powering success for thousands of global brands, Chatmeter simplifies Location CX management, improves reputation scores, and delivers unmatched BI and VoC data at the local and enterprise levels.

With Chatmeter, access a scaled platform that enables end-to-end visibility for everyone — from local managers to executive leadership. **With a 93% customer retention rate, Chatmeter is the brand reputation partner of choice for financial services.**

11 | References and Resources

- Case Study for a National Bank
- Reputation Management Guide for Financial Brands
- Chatmeter Analytics Product Spotlight
- How Financial Brands Use Agile CX Technologies to Win Millennial and Gen Z Customers
- How Banks Can Use Online Reviews and Customer Sentiment to Drive Growth?
- How Many 5-Star Reviews Does Your Bank Get Each Week? Generate More Fast!
- Chatmeter Solutions Overview Interactive Demo
- Reputation Management Interactive Demo
- Pulse Analysis Interactive Demo

Level Up CX Success for Your Financial Services Brand!

Book a Chatmeter demo customized for your financial brand and see how we increase efficiencies, improve customer engagement, and access essential insights where blindspots once existed.

BOOK MY FREE CHATMETER DEMO NOW! ▶

www.chatmeter.com

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