

## Survey results

### COMMERCIAL BANKS' CUSTOMER SATISFACTION SURVEY 2012

A Joint Press Release by the Aruban Bankers' Association and the Centrale Bank van Aruba<sup>1</sup>

During the periods of September 3 through 23, 2012 and September 29-October 14, 2012, the Aruban Bankers' Association (ABA) and the Centrale Bank van Aruba (CBA) jointly conducted the first Commercial Banks' Customer Satisfaction Survey (CBCSS).

The aim of the survey was to measure the service quality of, the customer satisfaction with, and customer loyalty towards the commercial banks in Aruba. There was a total of 32 short multiple-choice questions relating to the Aruban opinion on the service offered by the commercial banks. The respondents had to answer these questions based on their experience as a private customer and not as a commercial client. They were requested to answer on a scale from 1 to 7, whereas 1 was *Disagree strongly* and 7 was *Agree strongly*. In addition, 12 questions regarding the general information of the respondents were asked in the last section of the survey.

The target population of the CBCSS was any person 18 years or older, who has a deposit account, and/or a loan account, and/or who makes use of one or more bank service(s). A sample size of 600 was targeted and in the end 607 questionnaires were completed and returned.

Based on the outcome of the survey it can be concluded that the commercial banks customers were generally satisfied with the service provided by commercial banks, as 83.2 percent of the surveyed clients have expressed their general satisfaction. When asked about the service quality, 84.5 percent of the respondents agreed with the quality of service given by the commercial banks. Likewise, the majority of the respondents (80.4 percent) considered themselves loyal customers. A more detailed presentation of the outcome of the survey can be found on the report *Commercial Banks' Customer Satisfaction Survey 2012-Results* on the CBA's website ([www.cbaruba.org](http://www.cbaruba.org)).

The ABA and the CBA would like to express their gratitude to the Aruban community for its cooperation with this survey. For further information please contact Mrs. Désirée Scharbaay (tel.: 5252165; e-mail [d.m.m.scharbaay@cbaruba.org](mailto:d.m.m.scharbaay@cbaruba.org)) or Mr. Jorge Ridderstaat (tel.: 5252159; e-mail: [j.r.ridderstaat@cbaruba.org](mailto:j.r.ridderstaat@cbaruba.org)) of the Research Department.

Aruban Bankers' Association and the Centrale Bank van Aruba

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<sup>1</sup> The English text prevails.