

#### ANNOUNCING 2018 ONLINE BANKING AWARD WINNERS

Javelin's third annual online banking scorecard measures the prevalence of 250 online banking features at 28 top U.S. financial institutions and evaluates them based on their strategic value, tactical necessity, and industry and consumer trends. The scorecard points FIs toward strategic opportunities and user experience innovation in six categories: Ease of Use, Security Empowerment, Financial Fitness, Money Movement, Customer Service, and Account Opening. Each category was weighted based on what consumers say is most important to their satisfaction with online banking.

For the second year in a row, Bank of America earned the overall "Best in Class" award. Javelin identified three leaders in each category. Bank of America was a leader in five of the six categories. Fifth Third, Huntington, Navy Federal Credit Union, SunTrust, U.S. Bank, USAA, and Wells Fargo ranked as leaders in at least one or more categories.

## 2018 ONLINE BANKING AWARD

**BEST IN CLASS** 

# **BANK OF AMERICA**



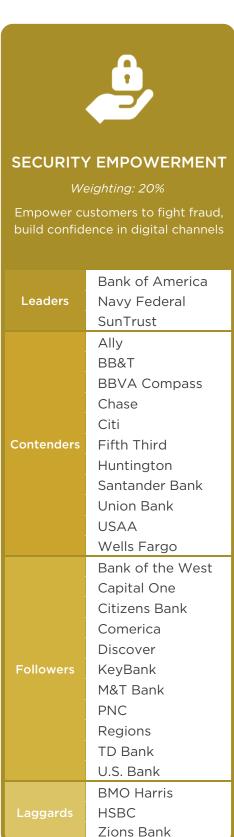
#### The Scorecard Evaluates 250 Features Within Six Categories:

- Ease of Use: Provide a simple, intuitive, get-it-done experience.
- Security Empowerment: Build a sense of confidence and control.
- Money Movement: Make payments, deposits, and transfers seamless and secure.
- Financial Fitness: Empower customers with personal insight, advice, and tools.
- Customer Service: Establish a role for search, providing immediate support and connections to key resources.
- Account Opening: Enable customers to add new products in minutes.



## 2018 ONLINE BANKING SCORECARD CATEGORY LEADERS







<sup>\*</sup> FIs are listed alphabetically within categories.



#### 2018 ONLINE BANKING SCORECARD CATEGORY LEADERS



PNC Regions Wells Fargo

Ally

Chase

Discover
Fifth Third
Huntington
SunTrust
U.S. Bank
Zions Bank
Santander Bank

Bank of the West

Citizens Bank Comerica



#### **CUSTOMER SERVICE**

Weighting: 12%

Connect customer to bankers at decisive moments

	Bank of America
Leaders	SunTrust
	U.S. Bank
	Ally
	BMO Harris
	Chase
	Citi
	Fifth Third
Contenders	HSBC
	Huntington
	KeyBank
	Navy Federal
	USAA
	Wells Fargo
	BB&T
	BBVA Compass
	Capital One
	Citizens Bank
	Comerica
Followers	Discover
Followers	Discover M&T Bank
Followers	
Followers	M&T Bank
Followers	M&T Bank PNC
Followers	M&T Bank PNC Santander Bank
Followers	M&T Bank PNC Santander Bank TD Bank



ACCOUNT OPENING	
Weighting: 6%	
Ensure applicants can buy	
suitable products	
	Bank of America
Leaders	Huntington
	Wells Fargo
	BB&T
	Chase
	Citizens Bank
	KeyBank
	Navy Federal
Contenders	PNC
	Regions
	SunTrust
	U.S. Bank
	USAA
	Zions Bank
	Ally
	Bank of the West
	BMO Harris
	Capital One
	Citi
Followers	Fifth Third
	HSBC
	M&T Bank
	Santander Bank
	TD Bank
	Union Bank
	BBVA Compass
Laggards	Comerica
	Discover

TD Bank

Union Bank

Zions Bank

Followers

<sup>\*</sup> FIs are listed alphabetically within categories.



#### Methodology

Javelin's 2018 Online Banking Scorecard measures the availability of 250 criteria at 28 of the nation's largest retail Fls by total deposits, excluding banks focused on investment banking. Data was collected from April through June, and 75% of the Fls validated their results. Javelin analysts weight individual features based on their strategic value, tactical necessity, and industry and consumer trends. The overall score was a composite of six categories weighted by consumers' responses about what is most important to their satisfaction with online banking: Ease of Use (28%), Security Empowerment (20%), Money Movement and Financial Fitness (17% each), Customer Service (12%), and Account Opening (6%).

Consumer data in this report is based on information gathered in Javelin surveys administered in 2018 and 2017. Data was gathered and weighted to reflect a representative sample of the adult U.S. population.

#### Financial Institutions evaluated:

- Ally
- Bank of America
- Bank of the West
- BB&T
- BBVA Compass
- BMO Harris
- Capital One

- Chase
- Citi
- Citizens
- Comerica
- Discover
- Fifth Third
- HSBC

- Huntington
- Key Bank
- M&T
- Navy Federal
- PNC
- Regions
- Santander

- SunTrust
- TD Bank
- U.S. Bank
- Union
- USAA
- Wells Fargo
- Zions

### **About Javelin Strategy & Research's Award Programs**

In conducting its market research, Javelin finds that certain providers rise to the top. Javelin's awards recognize these leaders for their exceptional quality of product or client experience, ability to meet customer demand, or overall excellence. The Online Banking Award is one of many offered by Javelin. Javelin's other scorecard awards include Mobile Banking Awards, Mobile Banking Vendor Awards, Identity Proofing Platform Awards, Trust in Banking Awards, Account Safety in Banking Awards, Identity Protection Awards and Mobile P2P App Awards. To learn more, visit www.javelinstrategy.com/content/javelins-awards.

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