

ANNOUNCING THE 2019 ONLINE BANKING AWARD WINNERS

In this mobile-first era, online banking is still the workhorse channel and the dominant digital touchpoint. Although growth tapered off years ago, this dominance will continue for the foreseeable future. Javelin estimates that by 2021 online banking will serve 199 million U.S. adults. Success in online banking will be measured by how FIs pick and promote features that cultivate customer relationships.

In concert with the Mobile Banking Scorecard, Javelin's Online Banking Scorecard provides a multichannel road map. It evaluates solutions offered by the top 25 U.S. Fls and examines 17 trends in online banking, encompassing over 200 features across six categories: Ease of Use, Security Empowerment, Financial Fitness, Money Movement, Customer Service, and Account Opening. Javelin recommends ways that Fls can address these trends, rationalize investments in digital channels, highlight competitive threats, isolate features for product managers to prioritize, and draw out talking points for the marketing of digital banking.

2019 ONLINE BANKING AWARD

BEST IN CLASS

BANK OF AMERICA



Javelin identifies leaders overall and in each category. For the third year in a row, Bank of America earned "Best in Class" and it was a leader in five of the six categories. The other two overall leaders were BB&T and USAA. Bank of the West, BBVA USA, Citi, Comerica, Huntington Bank, Regions, SunTrust, and Wells Fargo each also ranked as a leader in at least one category.

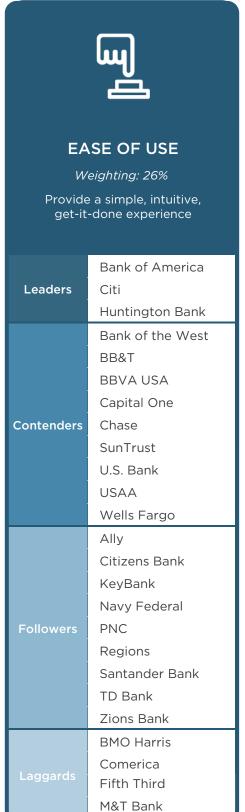
Javelin's trends and recommendations for online banking span the following six categories:

- Ease of Use: A customer-friendly experience, including transaction review and search.
- Security Empowerment: Functionality within online banking that builds customer confidence and control.
- **Financial Fitness:** Insights and tools that reinforce healthy financial habits and provide a comprehensive financial picture.
- Money Movement: Transactional capabilities, including Zelle and bill pay.
- Customer Service: Digital and physical channel integration and steps toward the next era of banking.
- Account Opening: Ways to reduce abandonment and implement cross-channel application assistance.

FIs can make concrete improvements in the near term. In Money Movement, they can roll out the full Zelle feature set. In Security Empowerment, they can centralize security features in a hub. Other areas will take time. Financial Fitness has yet to address the problems of real people with pocketbooks. Ease of Use will develop with the evolution of search and other experiential elements. Customer Service will require advancements in virtual assistants and cross-channel support to steer customers to the right resources. With few exceptions, this vision of the future has yet to take hold. Javelin's scorecard details the state of the industry and shows how to set the foundation for the long-term evolution of online banking.



2019 ONLINE BANKING SCORECARD CATEGORY LEADERS







TD Bank Zions Bank

TD Bank

^{*} FIs are listed alphabetically within tiers



2019 ONLINE BANKING SCORECARD CATEGORY LEADERS





CUSTOMER SERVICE

Weighting: 12%

Connect customer to bankers at decisive moments

Leaders	Bank of America
	BB&T
	USAA
Contenders .	Ally
	Chase
	Citi
	Navy Federal
	PNC
	Regions
	SunTrust
	U.S. Bank
	Wells Fargo
	Bank of the West
	Bank of the West BBVA USA
	BBVA USA
Followers	BBVA USA BMO Harris
Followers	BBVA USA BMO Harris Capital One
Followers	BBVA USA BMO Harris Capital One Citizens Bank
Followers	BBVA USA BMO Harris Capital One Citizens Bank Fifth Third
Followers	BBVA USA BMO Harris Capital One Citizens Bank Fifth Third Huntington Bank
Followers	BBVA USA BMO Harris Capital One Citizens Bank Fifth Third Huntington Bank KeyBank
Followers	BBVA USA BMO Harris Capital One Citizens Bank Fifth Third Huntington Bank KeyBank TD Bank
Followers	BBVA USA BMO Harris Capital One Citizens Bank Fifth Third Huntington Bank KeyBank TD Bank Zions Bank



ACCOUNT OPENING

Weighting: 7%	
Ensure applicants can buy	
suitable products	
	Bank of America
Leaders	Regions
	Wells Fargo
	Ally
	BB&T
	Huntington Bank
	KeyBank
Contenders	Navy Federal
	PNC
	SunTrust
	USAA
	Zions Bank
Followers	BBVA USA
	BMO Harris
	Capital One
	Chase
	Citi
	Citizens Bank
	Fifth Third
	TD Bank
	U.S. Bank
Laggards	Bank of the West
	Comerica
	M&T Bank
	Santander Bank

^{*} FIs are listed alphabetically within tiers



Methodology

Javelin's 2019 Online Banking Scorecard measures the availability of over 200 criteria at 25 of the nation's largest retail Fls by total assets. The overall score is a composite of six categories weighted by what consumers say is most important to their satisfaction with online banking: Ease of Use (26%), Security Empowerment (23%), Financial Fitness (16%), Money Movement (15%), Customer Service (12%), and Account Opening (7%).

Consumer data in this report is based on information gathered in a Javelin survey administered online from April to May 2019 to a random-sample panel of 11,448 consumers. Data was gathered and weighted to reflect a representative sample of the adult U.S. population. The margin of sampling error is ± 0.92% at the 95% confidence level. The margin of sampling error is higher for questions answered by sub-segments.

Financial institutions evaluated:

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

- Chase
- Citi
- Citizens Bank
- Comerica
- Fifth Third
- Huntington Bank
- KeyBank

- M&T Bank
- Navy Federal
- PNC
- Regions
- Santander Bank
- SunTrust
- TD Bank

- U.S. Bank
- USAA
- Wells Fargo
- Zions Bank

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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