



2024 New Mexico Banking Customer Experience Report



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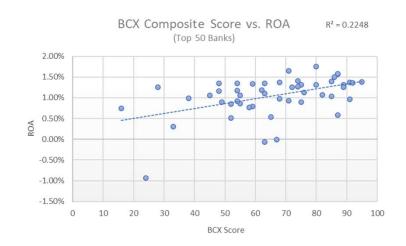


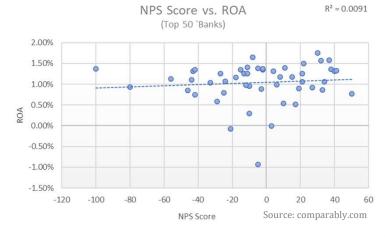
Introduction



NPS Scores Do Not Correlate to Banking Performance

- Net promoter scores do not translate well to the unique customer relationship in retail banking.
- BCX scores are designed to understand key touchpoints in the retail banking relationship across 7 "component" areas: customer loyalty, customer trust, omni-channel experience, mobile experience, website experience, call center experience, and branch experience.
- NPS scores are poorly correlated to banking business outcomes and offer little diagnostic value.
- BCX offers the ability to create a diagnostic across 24 key attributes of the retail banking customer relationship.

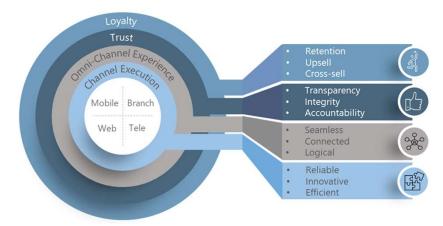




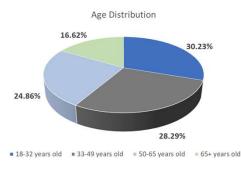


Methodology & Study Details

- Double-blind study fielded between July 15th, 2023 and November 30th, 2023
- Conducted through online and telephone surveys
- Evaluate customer experience across 7 component areas (equally weighted)
- Component level scores are assessed on 24 key attributes that drive customer success



- National Respondents: 71,643
- 534 banks included in the national study
- 50 state market studies & digital banking study





■ Less than \$50K ■ \$50K to \$100K ■ \$100K to \$200K ■ Greater than \$200K



BCX Study Can Be Tailored to Create an Individual Bank Experience Diagnostic

- Identify specific areas to improve customer experience
- Understand which engagement channels matter most to your customers
- Identify breakdowns in omni-channel experience
- Understand what attributes drive trust, loyalty, and enhance performance

BCX Bank Experience Diagnostic

Diagnostic evaluates each bank based on the customers' responses to its performance in 24 key attributes:

- Customer Tenure
- Upsell/cross sell
- Wallet Retention
- Offering Comprehensiveness
- Likeliness to retain
- Personalization
- Website Reliability
- Website Ease of Use
- Branch Convenience

- Aligned Values
- Transparency
- Customer Financial Health Support
- Einangial Advise
- Financial Advice
- Valued Customer Sentiment
- Website Quality
- Issue Resolution
- Branch Experience

- Omni-channel Consistency
- Intuitive Experience
- Call Center
 - Experience
- Mobile Reliability
- Mobile Experience
- Mobile Ease of Use
- Call Center Frequency



BCX State Ranking





Customer Experience Insights Tailored for Banks

New Mexico: Best Banking Experience

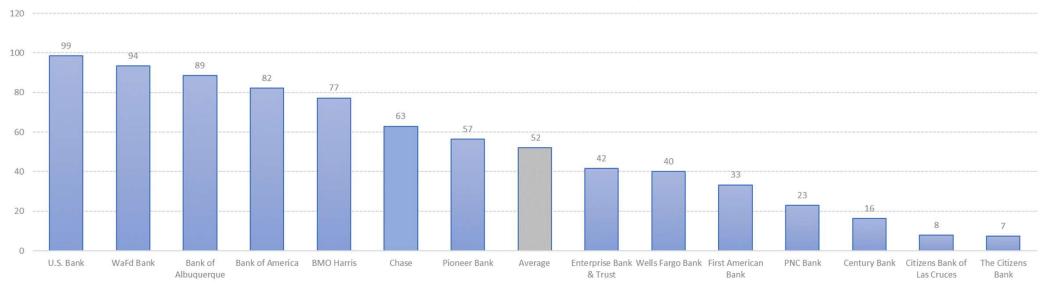






New Mexico –BCX Ranking by National Percentile

New Mexico - Composite BCX Ranking

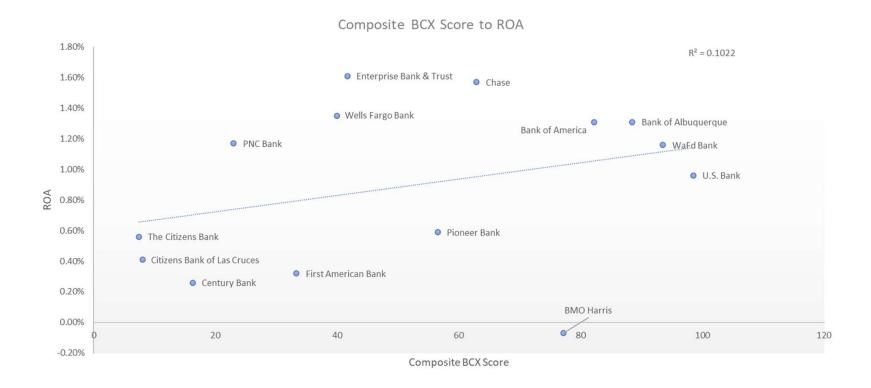




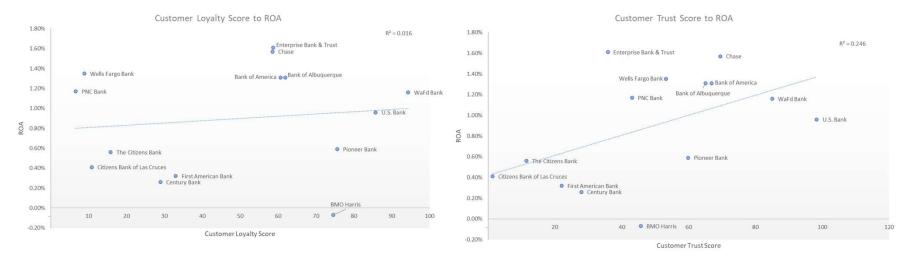
BCX Component Score Correlated to Returns

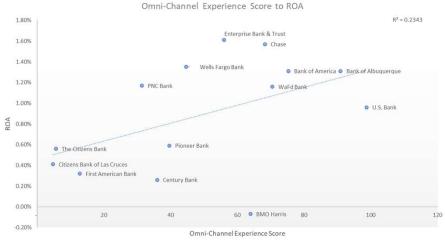


New Mexico – BCX Score Correlates to Performance



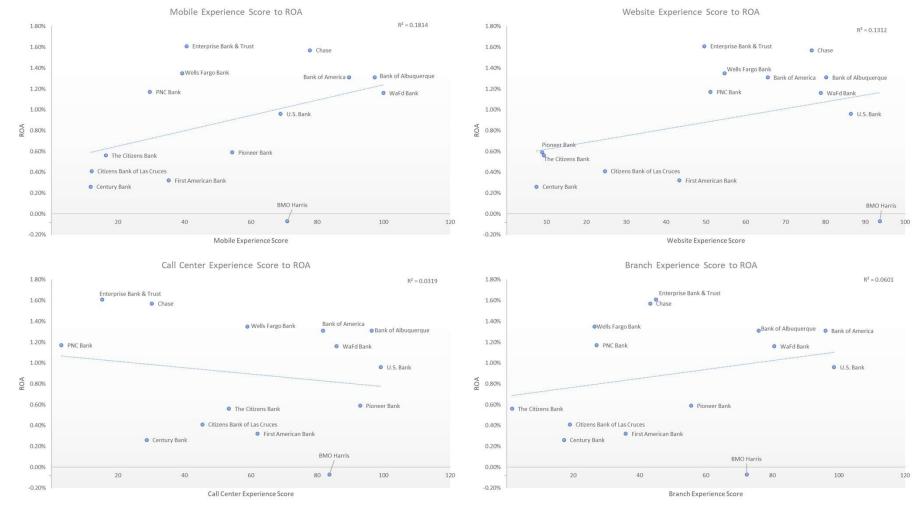
New Mexico - BCX Score Correlates to Performance







New Mexico - BCX Score Correlates to Performance



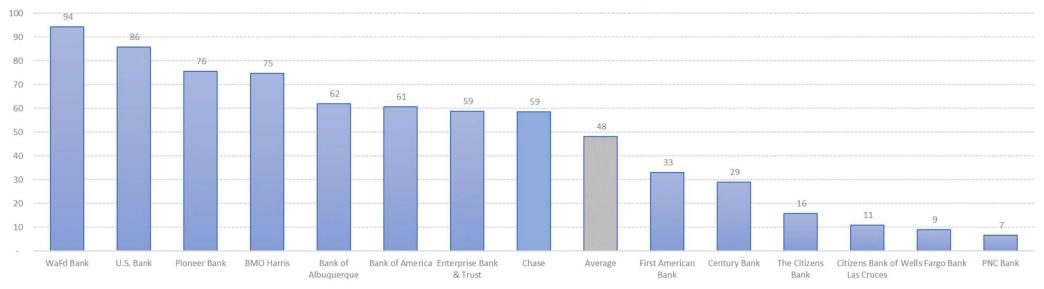


BCX Component Rankings



New Mexico - Customer Loyalty Ranking by National Percentile

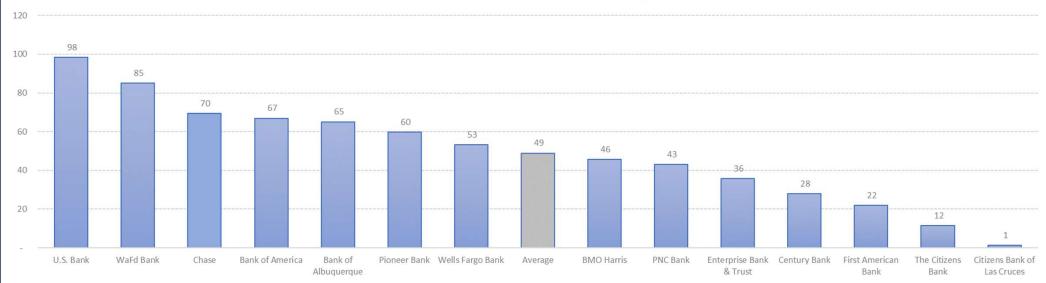






New Mexico - Customer Trust Ranking by National Percentile

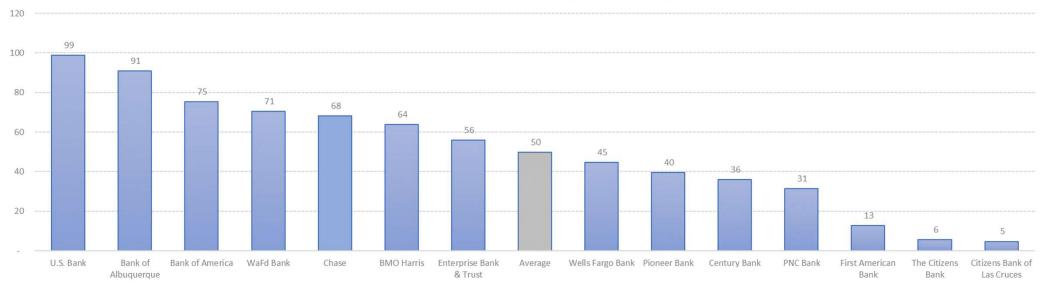






New Mexico – Omni-Channel Exp. Ranking by National Percentile

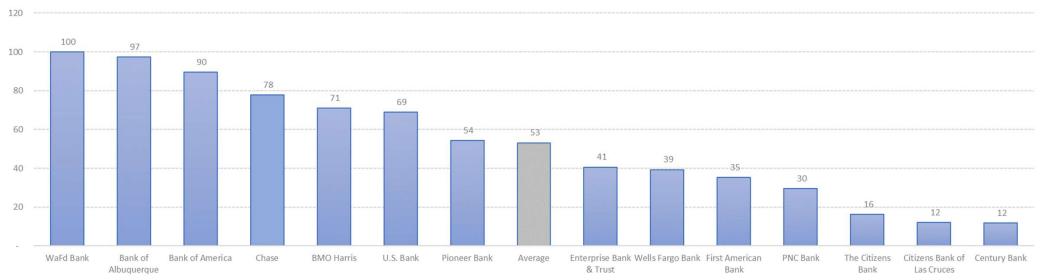






New Mexico - Mobile Experience Ranking by National Percentile

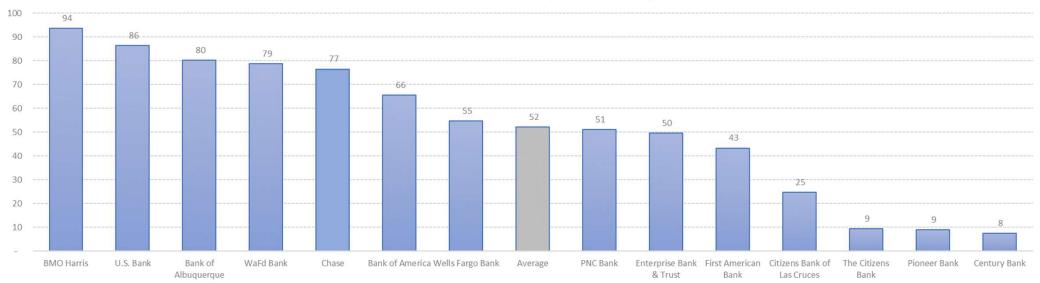






New Mexico – Website Experience Ranking by National Percentile

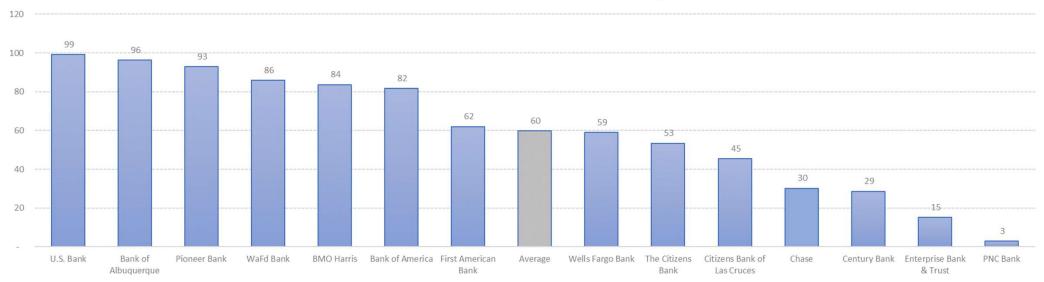






New Mexico - Call Center Experience Ranking by National Percentile

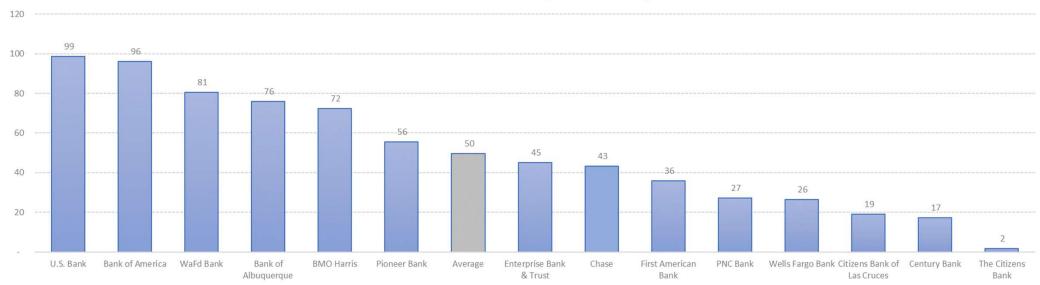






New Mexico – Branch Experience Ranking by National Percentile







New Mexico - Component Heatmap by National Percentile

	Branch Expereince	Call Center Experience	Website Experience	Mobile Experience	Omni-Channel Experience	Customer Trust	Customer Loyalty	Composite BCX Score
U.S. Bank		99	86	69	99	98	86	99
WaFd Bank		86	79	100	71	85	94	94
Bank of Albuquerque		96	80	97	91	65	62	89
Bank of America		82	66	90	75	67	61	82
BMO Harris	72	84	94	71	64	46	75	77
	43	30	94 77	78	68	70	59	63
Chase								
Pioneer Bank	56	93	9	54	40	60	76	57
Average	50	60	52	53	50	49	48	52
Enterprise Bank & Trust	45	15	50	41	56	36		42
Wells Fargo Bank	26	59	55	39	45	53	9	40
First American Bank	36	62	43	35	13	22	33	33
PNC Bank	27	3	51	30	31	43	7	23
Century Bank	17	29	8	12	36	28	29	16
Citizens Bank of Las Cruces	19	45	25	12	5	1	11	8
The Citizens Bank	2	53	9	16	6	12	16	7



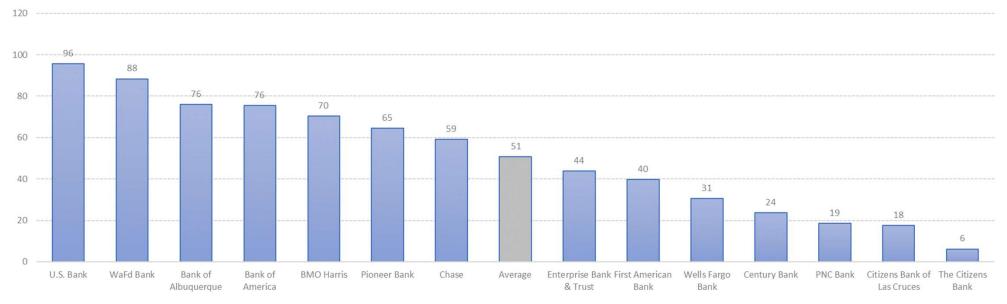


BCX Age Bracket Rankings



New Mexico –BCX Ranking by National Percentile (18-32 years old)

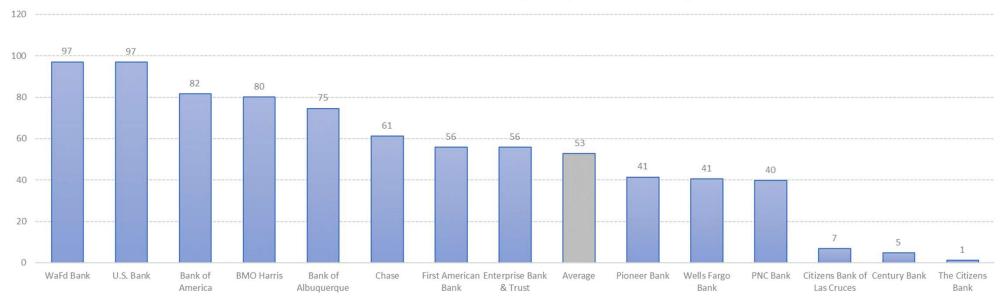
New Mexico (18 to 32 years old) - Composite BCX Ranking





New Mexico –BCX Ranking by National Percentile (33-49 years old)

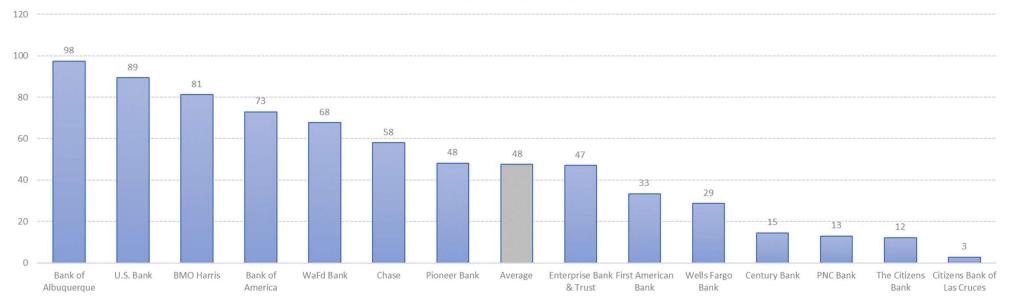
New Mexico (33 to 49 years old) - Composite BCX Ranking





New Mexico –BCX Ranking by National Percentile (50 to 65 years old)

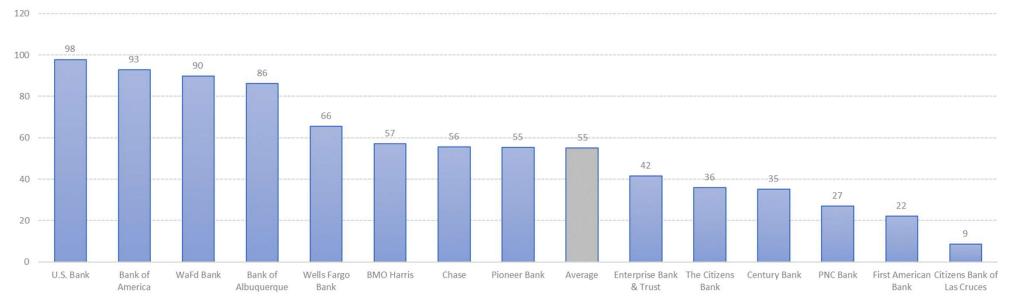
New Mexico (50 to 65 years old) - Composite BCX Ranking





New Mexico –BCX Ranking by National Percentile (65+ years old)

New Mexico (65+ years old) - Composite BCX Ranking



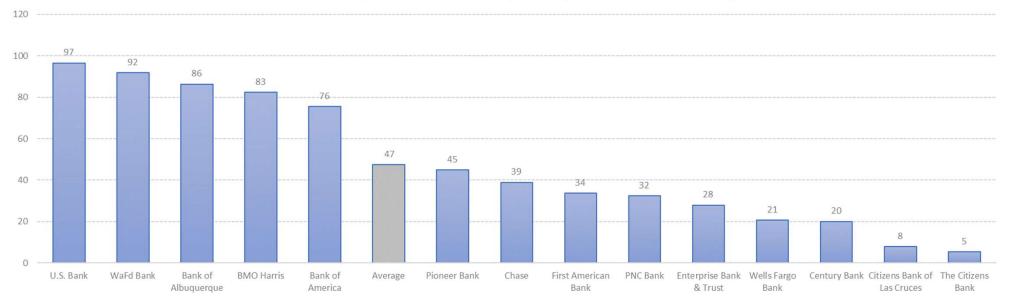


BCX Family Income Bracket Rankings



New Mexico –BCX Ranking by National Percentile (<\$50K Family Income)

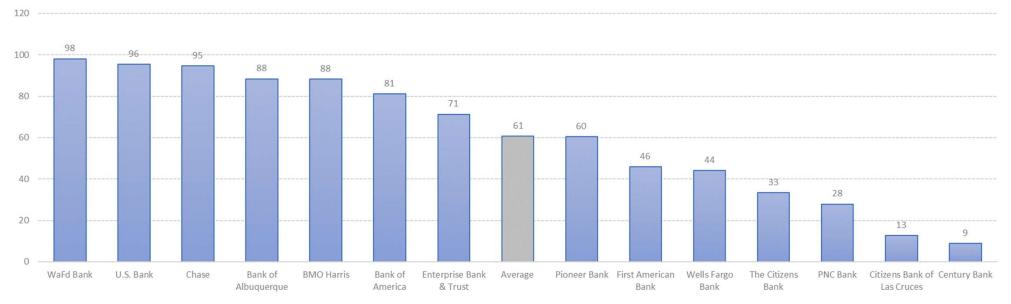
New Mexico (less than \$50K in family income) - Composite BCX Ranking





New Mexico –BCX Ranking by National Percentile (\$50K to \$100K Family Income)

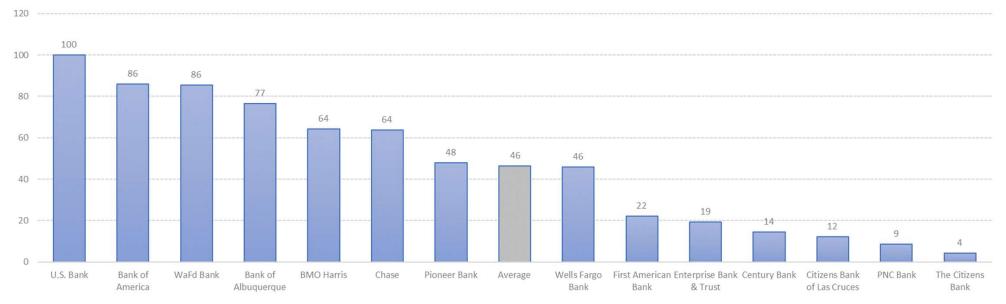
New Mexico (\$50K to \$100K in family income) - Composite BCX Ranking





New Mexico –BCX Ranking by National Percentile (\$100K to \$200K Family Income)

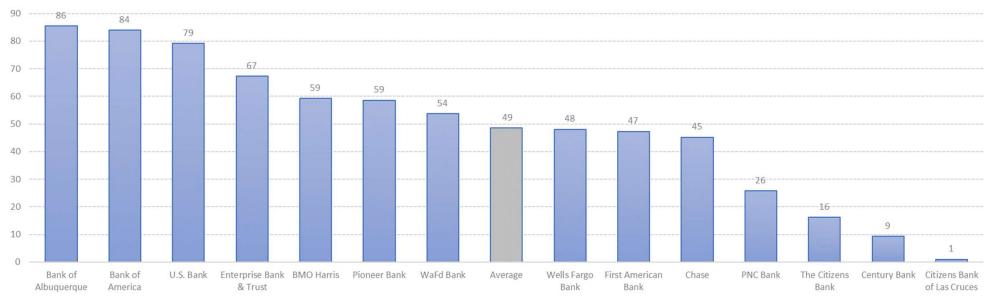
New Mexico (\$100K to \$200K in family income) - Composite BCX Ranking





New Mexico –BCX Ranking by National Percentile (>\$200K Family Income)

New Mexico (\$200K+ in family income) - Composite BCX Ranking





Component Scores by Age & Income Brackets

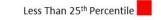


New Mexico -Customer Loyalty National Percentile

	18-32 years old	33-49 years old	50-65 years old	65+ years old
U.S. Bank	95	96	67	91
WaFd Bank	100	71	49	82
Bank of Albuquerque	48	61	94	41
Bank of America	45	57	82	60
BMO Harris	89	44	98	56
Chase	68	59	46	69
Pioneer Bank	92	62	77	38
Enterprise Bank & Trust	47		47	56
Wells Fargo Bank	35	2	23	8
First American Bank	32	55	31	31
PNC Bank	37	1	7	26
Century Bank	31	29	6	53
Citizens Bank of Las Cruces	4	38	22	33
The Citizens Bank	10	11	35	8
	<\$50K	\$50K-\$100K	\$100K-\$200K	\$200K+
U.S. Bank	86	68	96	99
WaFd Bank	89	100	85	90
Bank of Albuquerque	56	84	42	81
Bank of America	40	51	77	88
BMO Harris	93	64	72	100
Chase	51	85	85	36
Pioneer Bank	93	86	74	37
Enterprise Bank & Trust	41	84	47	92
Wells Fargo Bank	9	7	10	33
First American Bank	65	41	52	44
PNC Bank	29	4	39	20
Century Bank	12	54	50	40
Citizens Bank of Las Cruces	25	47	19	69
The Citizens Bank	3	29	58	24
_				

50th to 75th Percentile

Greater Than 75th Percentile





25th to 50th Percentile

New Mexico - Customer Trust National Percentile

	18-32 years old	33-49 years old	50-65 years old	65+ years old
U.S. Bank	92	91	100	94
WaFd Bank	94	42	80	44
Bank of Albuquerque	37	95	84	29
Bank of America		78	67	62
BMO Harris	34	69	85	26
Chase	74	26	75	
Pioneer Bank	37		52	74
Enterprise Bank & Trust	41		75	20
Wells Fargo Bank	34	78	7	64
First American Bank	17	64	27	31
PNC Bank	9	84	26	79
Century Bank	1	21	46	32
Citizens Bank of Las Cruces	18	11	4	1
The Citizens Bank	41	4	8	2
_	<\$50K	\$50K-\$100K	\$100K-\$200K	\$200K+
U.S. Bank	81	100	97	85
WaFd Bank	79	82	68	15
Bank of Albuquerque	62	71	66	40
Bank of America	57	82	81	72
BMO Harris	20	60	95	46
Chase	50	54	52	84
Pioneer Bank	34	71	28	96
Enterprise Bank & Trust	31	67	44	45
Wells Fargo Bank	17	76	25	39
First American Bank	10	66	31	55
PNC Bank	46	39	21	83
Century Bank	3	25	23	26
Citizens Bank of Las Cruces	12	6	3	3
The Citizens Bank	29	8	29	10
Greater Than 75 th Percentile	50 th to 75 th Perc	entile	25 th to 50 th Perce	entile



New Mexico –Omni-Channel Experience National Percentile

	18-32 years old	33-49 years old	50-65 years old	65+ years old
U.S. Bank	96	98	79	87
WaFd Bank	18	90	83	73
Bank of Albuquerque	79	88	61	90
Bank of America	35	91	89	67
BMO Harris	7	85	95	81
Chase	48	88	58	42
Pioneer Bank	74	31	23	45
Enterprise Bank & Trust	66	70	45	22
Wells Fargo Bank	27	21	68	73
First American Bank	1	26	26	46
PNC Bank	50	20	34	36
Century Bank	93	8	28	22
Citizens Bank of Las Cruces	25	10	10	10
The Citizens Bank	11	6	7	58
	<\$50K	\$50K-\$100K	\$100K-\$200K	\$200K+
U.S. Bank	100	95	99	8
WaFd Bank	75		49	93
Bank of Albuquerque	95	62	52	89
Bank of America	92	31	74	98
BMO Harris	71	68	54	44
Chase	29	85	92	48
Pioneer Bank	8	47	58	67
Enterprise Bank & Trust	74	75	5	82
Wells Fargo Bank	13	50	79	85
First American Bank	11	9	27	7
PNC Bank	18	40	32	9
Century Bank	89	27	7	6
Citizens Bank of Las Cruces	16	12	5	6
The Citizens Bank	12	18	16	44
Greater Than 75 th Percentile	50 th to 75 th Pe	ercentile	25 th to 50 th Per	rcentile



New Mexico - Mobile Experience National Percentile

	18-32 years old	33-49 years old	50-65 years old	65+ years old
U.S. Bank	52	39	77	85
WaFd Bank	74	100	90	100
Bank of Albuquerque	37	88	97	100
Bank of America	83	59	71	98
BMO Harris	65	79	50	59
Chase	95	86	28	76
Pioneer Bank	74	12	29	93
Enterprise Bank & Trust	56	54	51	17
Wells Fargo Bank	21	37	72	75
First American Bank	33	71	86	3
PNC Bank	11	49	54	47
Century Bank	4	3	44	33
Citizens Bank of Las Cruces	22	16	13	10
The Citizens Bank	3	6	72	89
	<\$50K	\$50K-\$100K	\$100K-\$200K	\$200K+
U.S. Bank	86	39	66	61
WaFd Bank	89	97	100	76
Bank of Albuquerque	95	96	71	57
Bank of America	66	83	85	75
BMO Harris	83	83	29	14
Chase	70	86	60	68
Pioneer Bank		20	61	14
Enterprise Bank & Trust	23	59	25	66
Wells Fargo Bank	35	69	33	13
First American Bank	9	49	42	99
PNC Bank	42	39	5	46
Century Bank	30	15	22	7
Citizens Bank of Las Cruces	27	20	16	1
The Citizens Bank	28	56	1	8
Greater Than 75 th Percentile	50 th to 75 th Pe	ercentile	25 th to 50 th Pe	rcentile





New Mexico -Website Experience National Percentile

	18-32 years old	33-49 years old	50-65 years old	65+ years old
U.S. Bank	72	56	79	99
WaFd Bank	87	86	30	93
Bank of Albuquerque	99	16	72	91
Bank of America	59	51	49	90
BMO Harris	100	59	80	23
Chase	78		42	53
Pioneer Bank	16	10	19	47
Enterprise Bank & Trust	43	72	34	81
Wells Fargo Bank	55	69	33	80
First American Bank	58	66	22	30
PNC Bank	44	72	34	55
Century Bank	14	29	13	9
Citizens Bank of Las Cruces	24	37	11	30
The Citizens Bank	31	7	4	13
	<\$50K	\$50K-\$100K	\$100K-\$200K	\$200K+
U.S. Bank	76	81	91	54
WaFd Bank	58	69	82	71
Bank of Albuquerque	82	50	92	50
Bank of America	94	70	17	40
BMO Harris	97	83	71	86
Chase	79	77		50
Pioneer Bank	16	33	6	16
Enterprise Bank & Trust	44	65	26	98
Wells Fargo Bank	43	66	64	56
First American Bank	60	71	10	30
PNC Bank	57	35	56	41
Century Bank	22	19	3	10
Citizens Bank of Las Cruces	5	39	40	26
The Citizens Bank	28	24	4	18
Greater Than 75 th Percentile	50 th to 75 th	Percentile	25 th to 50 th F	Percentile



Less Than 25th Percentile

New Mexico -Call Center Experience National Percentile

	18-32 years old	33-49 years old	50-65 years old	65+ years old
U.S. Bank	84	100	72	51
WaFd Bank	71	99	44	43
Bank of Albuquerque	84	87	96	70
Bank of America	83	95	31	71
BMO Harris	70	72	53	58
Chase	11	62	51	26
Pioneer Bank	67	99	54	61
Enterprise Bank & Trust	14	34	58	21
Wells Fargo Bank	49	54	31	52
First American Bank	78	97	13	46
PNC Bank	3	13	14	5
Century Bank	51	6	42	92
Citizens Bank of Las Cruces	61	4	49	72
The Citizens Bank	43	48	8	85
	<\$50K	\$50K-\$100K	\$100K-\$200K	\$200K+
U.S. Bank	62	94	99	94
WaFd Bank	93	98	17	11
Bank of Albuquerque	95	77	77	89
Bank of America	38	81	80	84
BMO Harris	73	91	28	49
Chase	9	93	25	1
Pioneer Bank	77	93	45	78
Enterprise Bank & Trust	1	39	22	23
Wells Fargo Bank	54	45	43	54
First American Bank	81	65	30	53
PNC Bank	52	12	4	0
Century Bank	37	6	45	61
Citizens Bank of Las Cruces	62	8	66	9
The Citizens Bank	38	80	17	31
er Than 75 th Percentile	50 th to 75	th Percentile	25 th to 50 ^t	h Percentile



Less Than 25th Percentile

New Mexico -Branch Experience National Percentile

	18-32 years old	33-49 years old	50-65 years old	65+ years old
U.S. Bank	87	100	58	79
WaFd Bank	86	93	54	93
Bank of Albuquerque	88	26	86	90
Bank of America	95	64	63	97
BMO Harris	83	81	28	80
Chase	19	16	90	55
Pioneer Bank	58	30	92	20
Enterprise Bank & Trust	47	32	30	91
Wells Fargo Bank	30	45	14	65
First American Bank	76	2		43
PNC Bank	54	66	13	2
Century Bank	30	28	8	42
Citizens Bank of Las Cruces	52	26	7	6
The Citizens Bank	9	3	45	32
	<\$50K	\$50K-\$100K	\$100K-\$200K	\$200K+
U.S. Bank	89	96	99	57
WaFd Bank	67	85	97	10
Bank of Albuquerque	37	89	63	81
Bank of America	77	97	88	25
BMO Harris	62	78	67	49
Chase	7	86	40	45
Pioneer Bank	30	55	69	77
Enterprise Bank & Trust	36		45	5
Wells Fargo Bank	42	7	74	64
First American Bank	40	25	40	54
PNC Bank	24		1	62
Century Bank	19	10	41	39
Citizens Bank of Las Cruces	7	44	26	1
The Citizens Bank	0	48	4	84
Greater Than 75 th Percentile	50 th to 75 th	Percentile	25 th to 50 th I	Percentile

Less Than 25th Percentile



Market Level Attributes



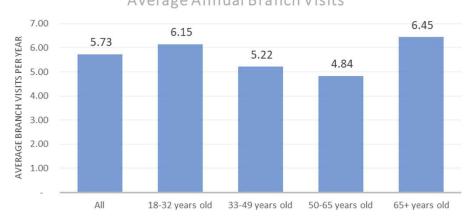
New Mexico -Key Benchmarks



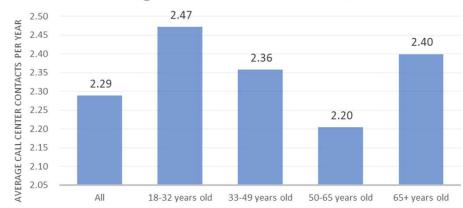


New Mexico - Channel Benchmarks

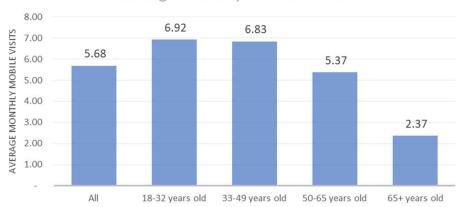




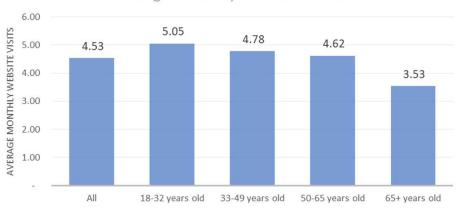
Average Annual Call Center Contacts



Average Monthly Mobile Visits

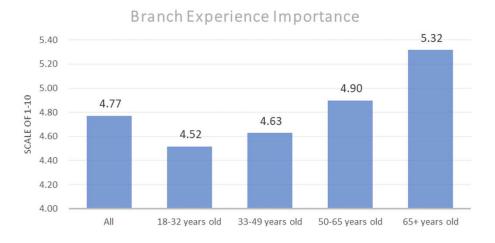


Average Monthly Website Visits



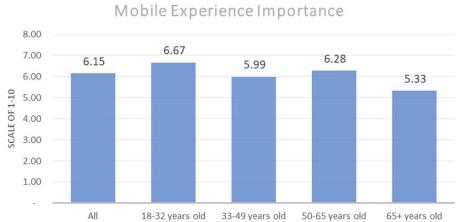


New Mexico - Channel Importance

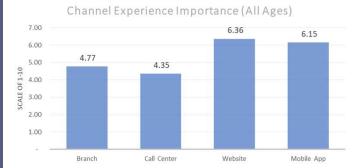


Call Center Experience Importance 6.00 4.97 5.00 4.58 4.35 4.17 4.02 3.00 2.00 2.00 4.00 2.00 1.00 All 18-32 years old 33-49 years old 50-65 years old 65+ years old

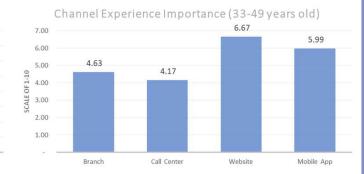


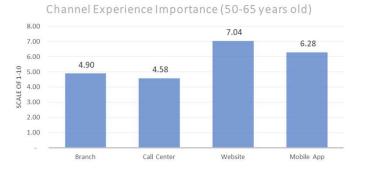


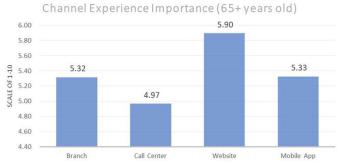
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Thank You



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