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The background of the slide is a composite image. The top half shows a close-up of several coins stacked on top of each other, with a semi-transparent bar chart overlaid on the left side. The bottom half shows a close-up of a coin with a line graph overlaid on it. The entire image has a blue and grey color scheme.

2024 New Mexico Banking Customer Experience Report

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New Mexico Market Level Attributes

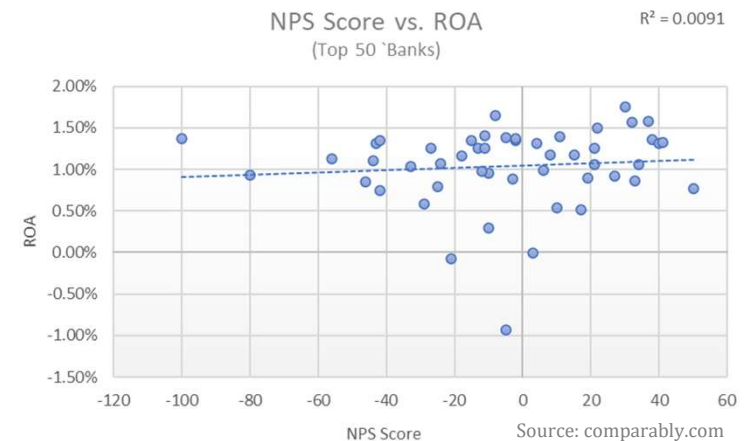
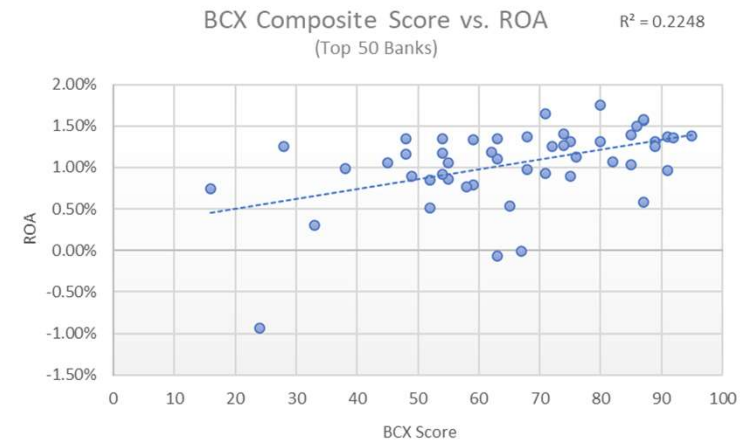
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Introduction



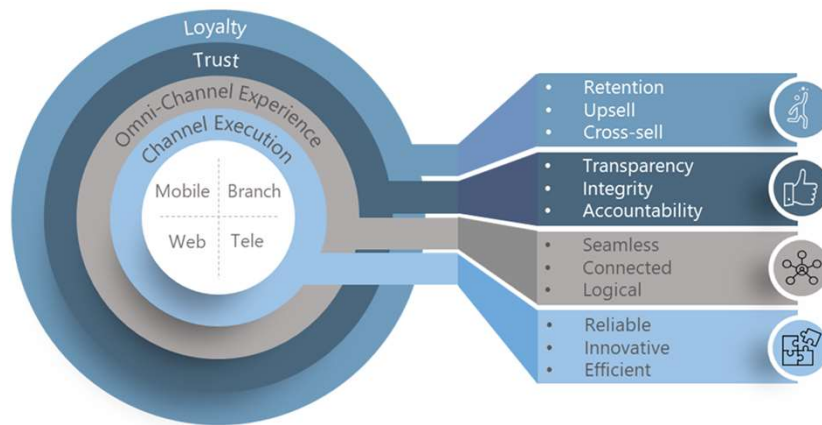
NPS Scores Do Not Correlate to Banking Performance

- 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.

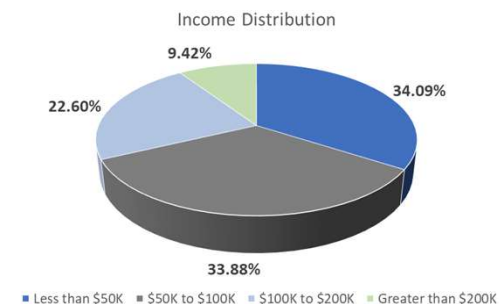
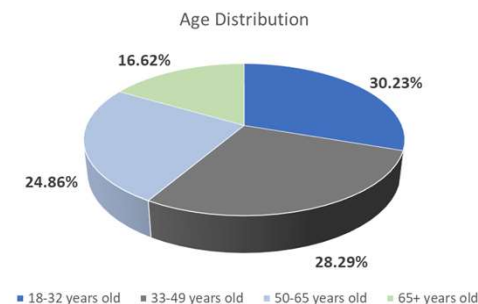


Methodology & Study Details

- 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



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:		
	<ul style="list-style-type: none">• Customer Tenure• Upsell/cross sell• Wallet Retention• Offering• Comprehensiveness• Likelihood to retain• Personalization• Website Reliability• Website Ease of Use• Branch Convenience	<ul style="list-style-type: none">• Aligned Values• Transparency• Customer Financial Health Support• Financial Advice• Valued Customer Sentiment• Website Quality• Issue Resolution• Branch Experience	<ul style="list-style-type: none">• Omni-channel Consistency• Intuitive Experience• Call Center Experience• Mobile Reliability• Mobile Experience• Mobile Ease of Use• Call Center Frequency

BCX State Ranking





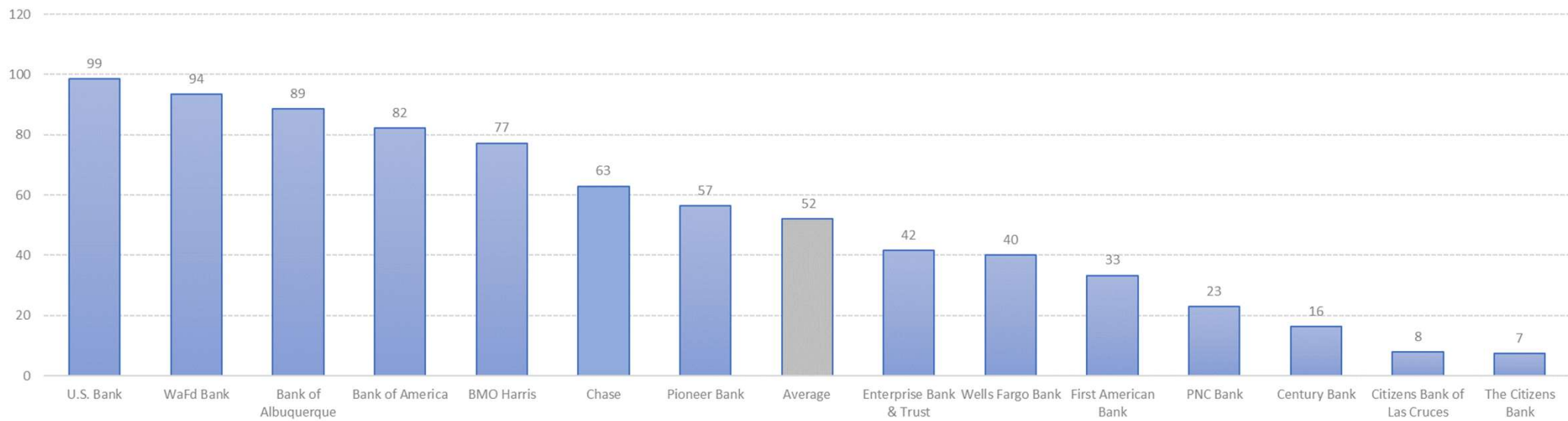
Customer Experience Insights Tailored for Banks

New Mexico: Best Banking Experience



New Mexico –BCX Ranking by National Percentile

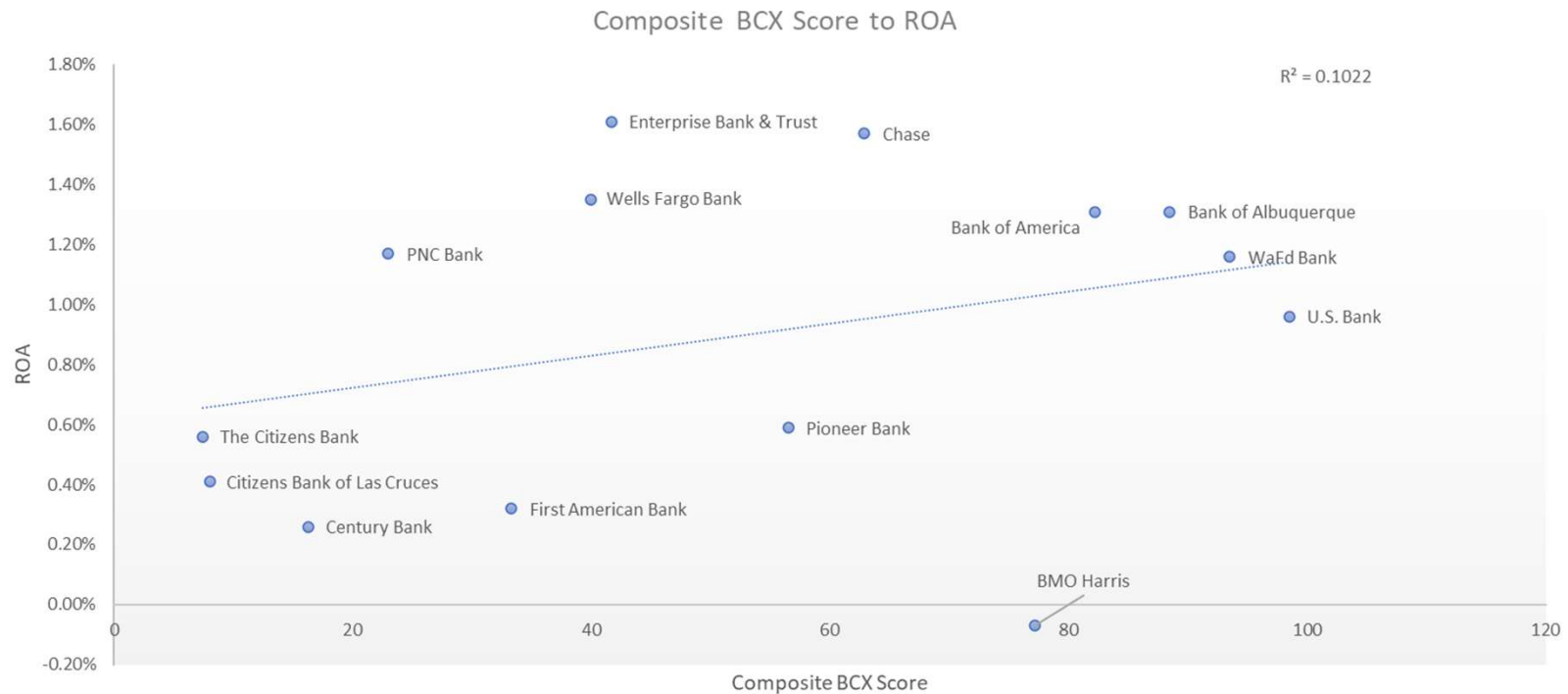
New Mexico - Composite BCX Ranking



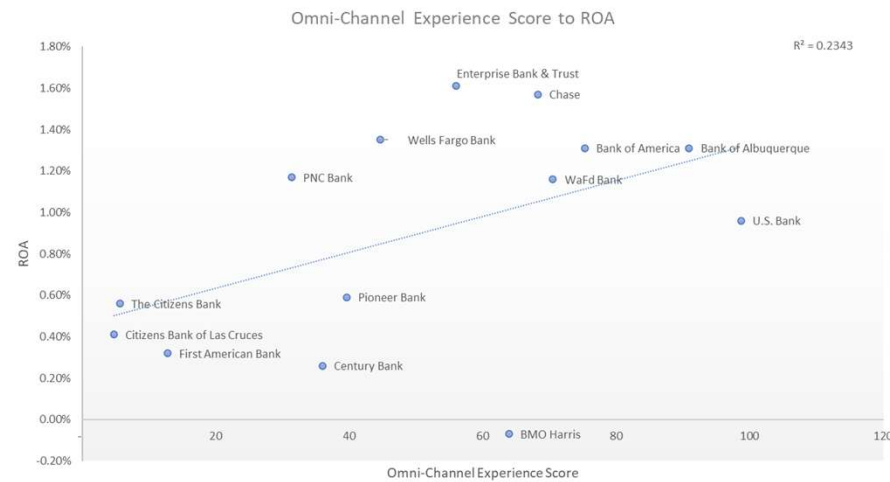
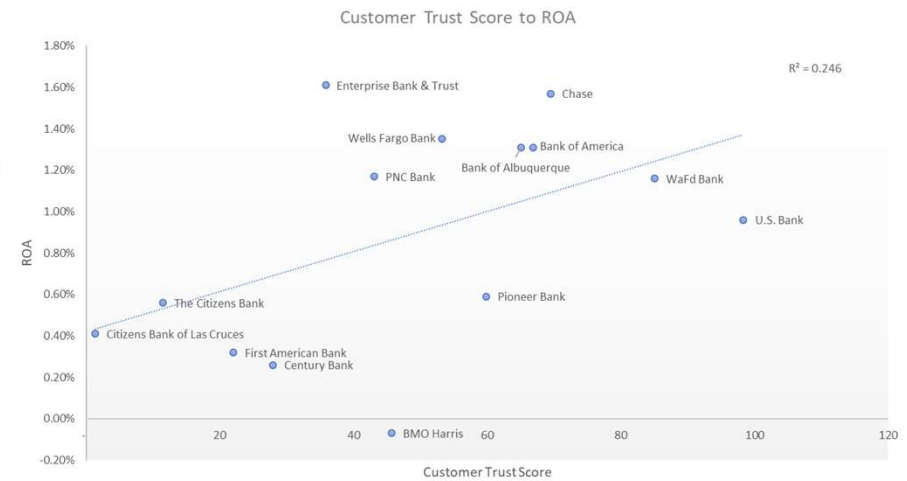
BCX Component Score Correlated to Returns



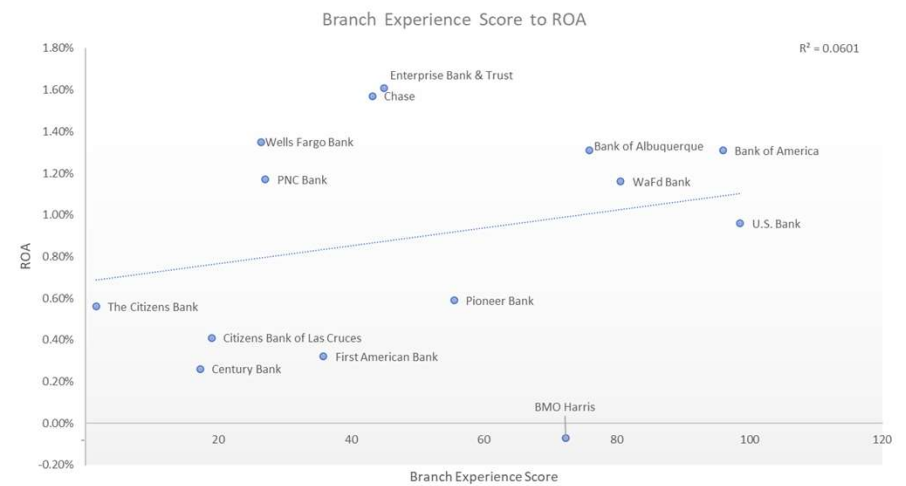
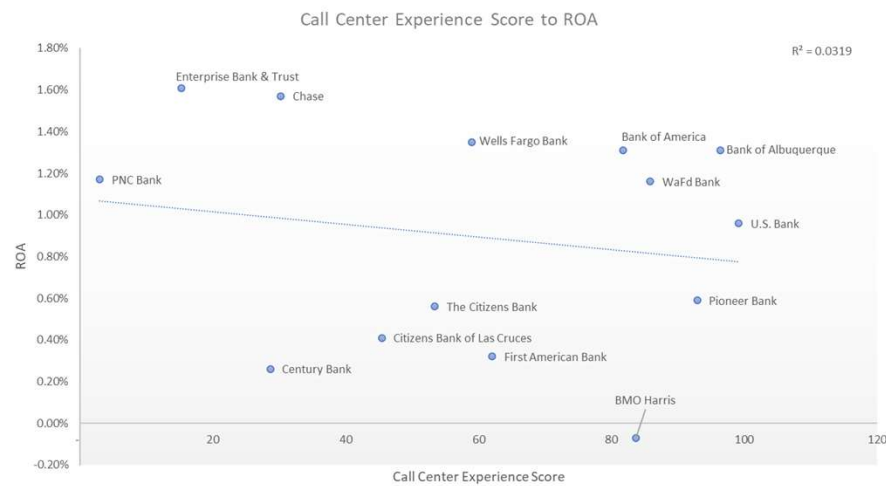
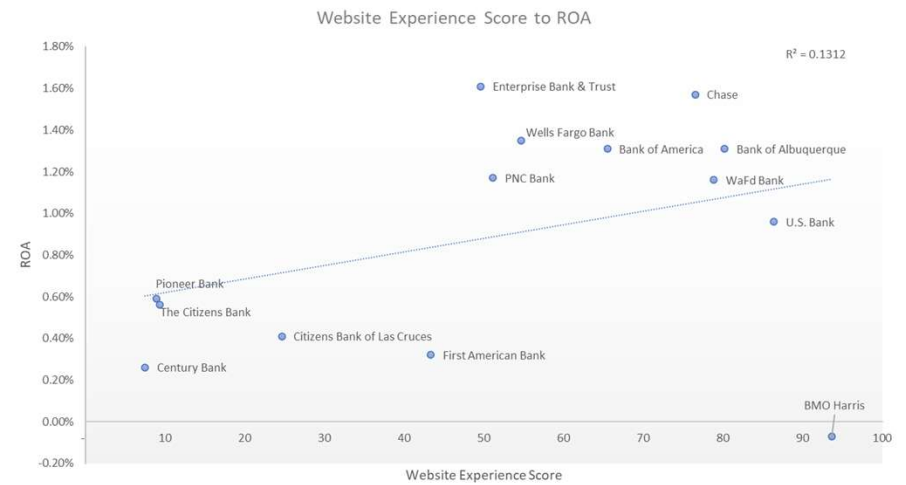
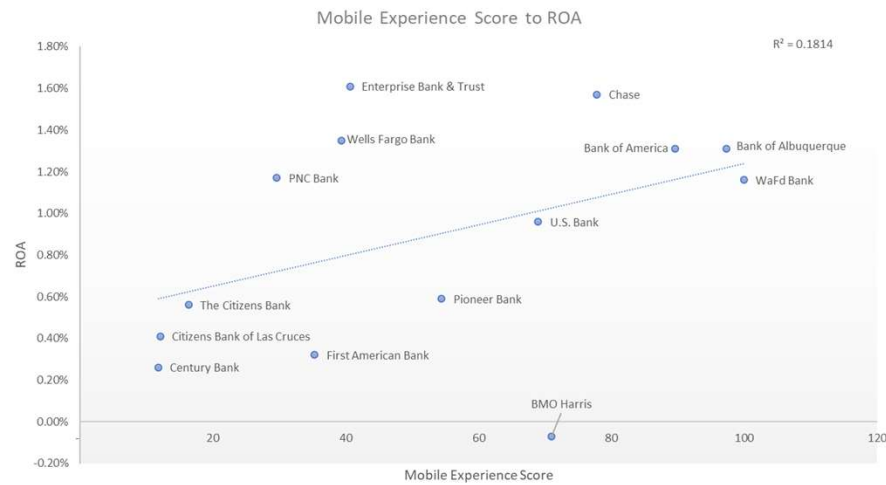
New Mexico – BCX Score Correlates to Performance



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

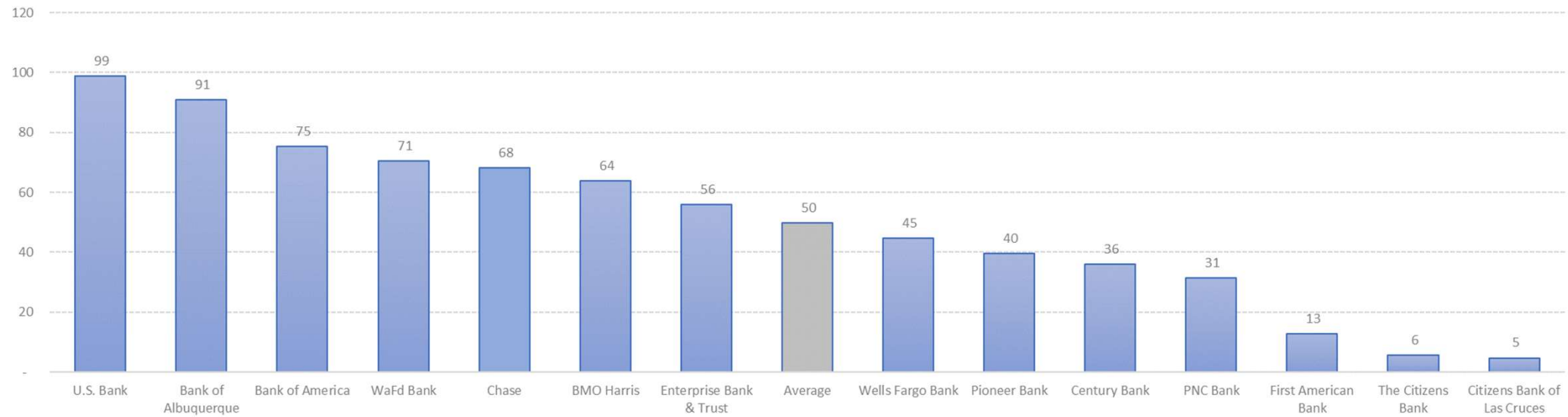


New Mexico – Customer Trust Ranking by National Percentile

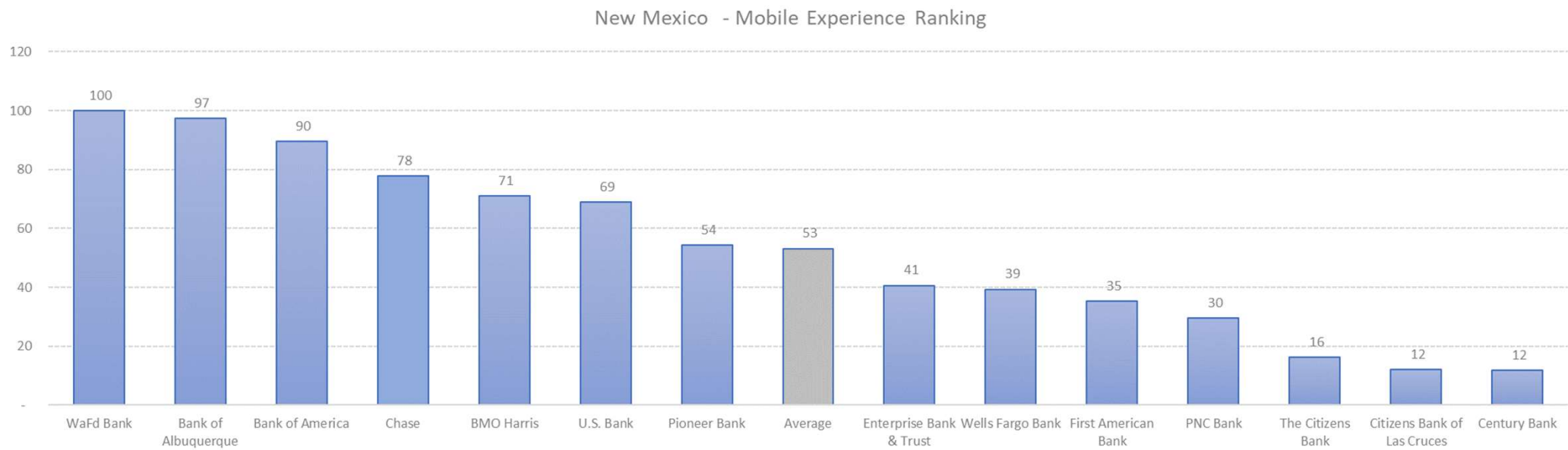


New Mexico – Omni-Channel Exp. Ranking by National Percentile

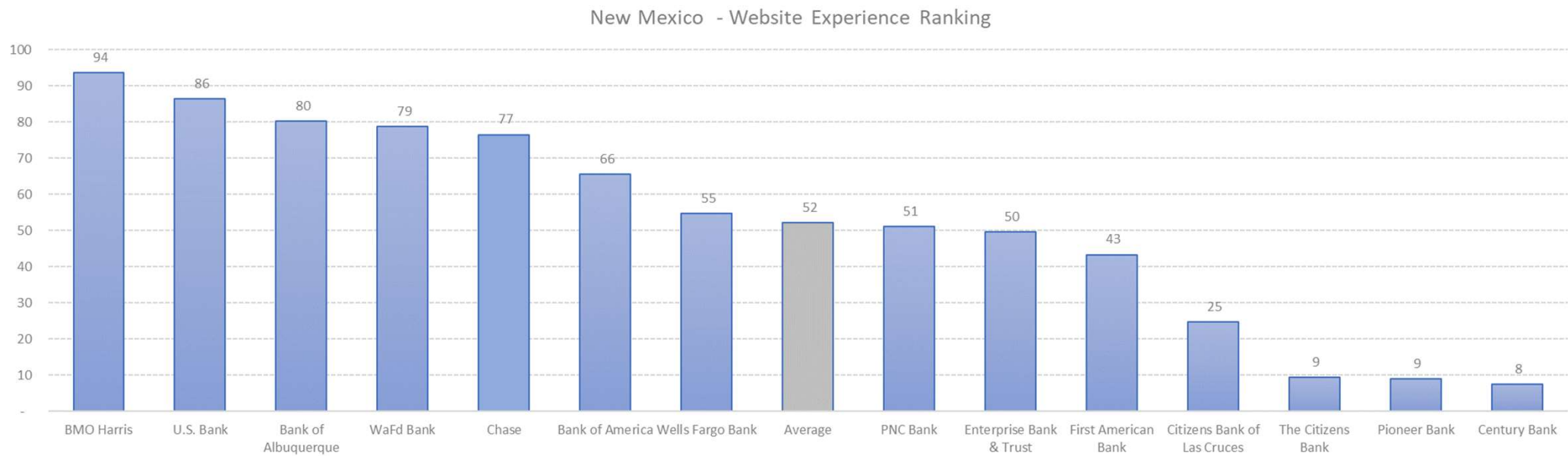
New Mexico - Omni-Channel Experience Ranking



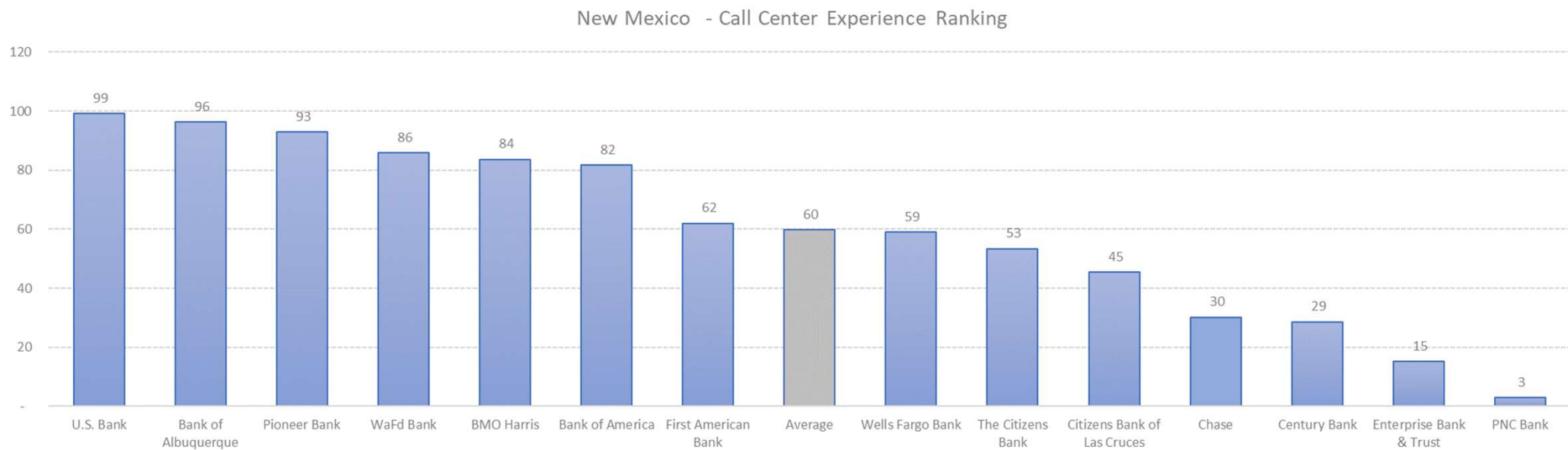
New Mexico – Mobile Experience Ranking by National Percentile



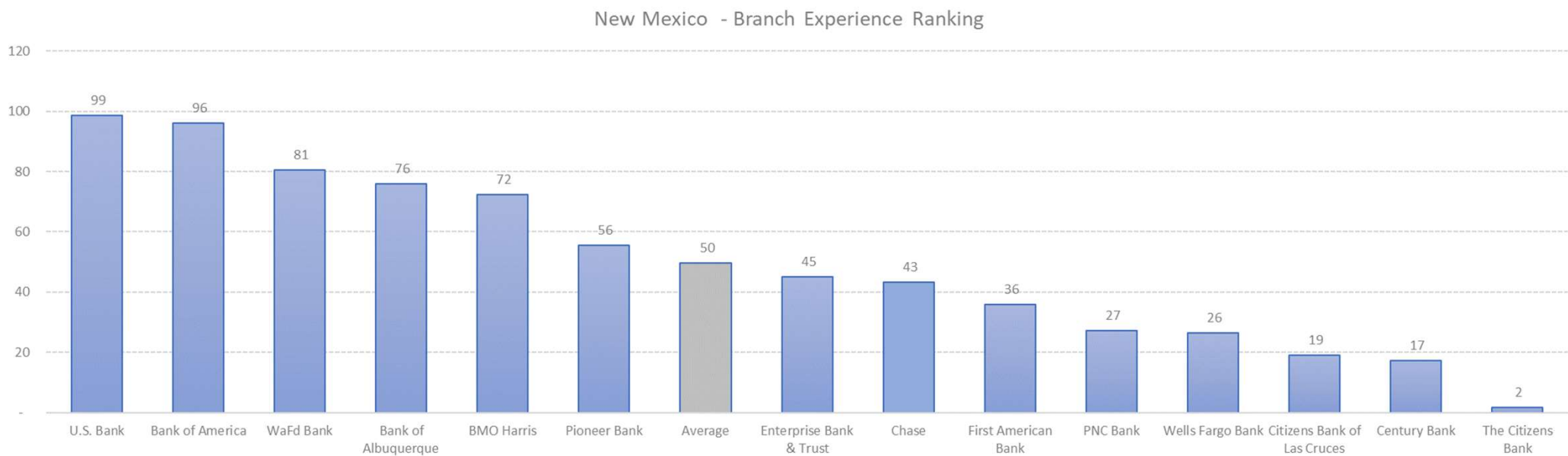
New Mexico – Website Experience Ranking by National Percentile



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 Experience	Call Center Experience	Website Experience	Mobile Experience	Omni-Channel Experience	Customer Trust	Customer Loyalty	Composite BCX Score
U.S. Bank	99	99	86	69	99	98	86	99
WaFd Bank	81	86	79	100	71	85	94	94
Bank of Albuquerque	76	96	80	97	91	65	62	89
Bank of America	96	82	66	90	75	67	61	82
BMO Harris	72	84	94	71	64	46	75	77
Chase	43	30	77	78	68	70	59	63
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	59	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

Greater Than 75th Percentile



50th to 75th Percentile



25th to 50th Percentile



Less Than 25th Percentile

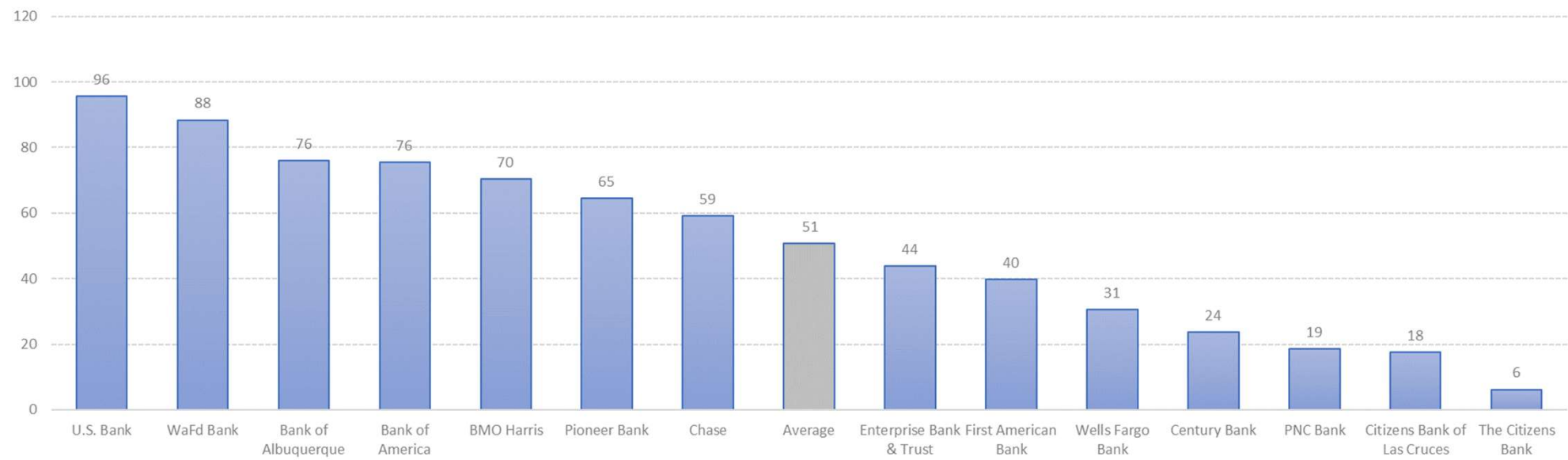


BCX Age Bracket Rankings



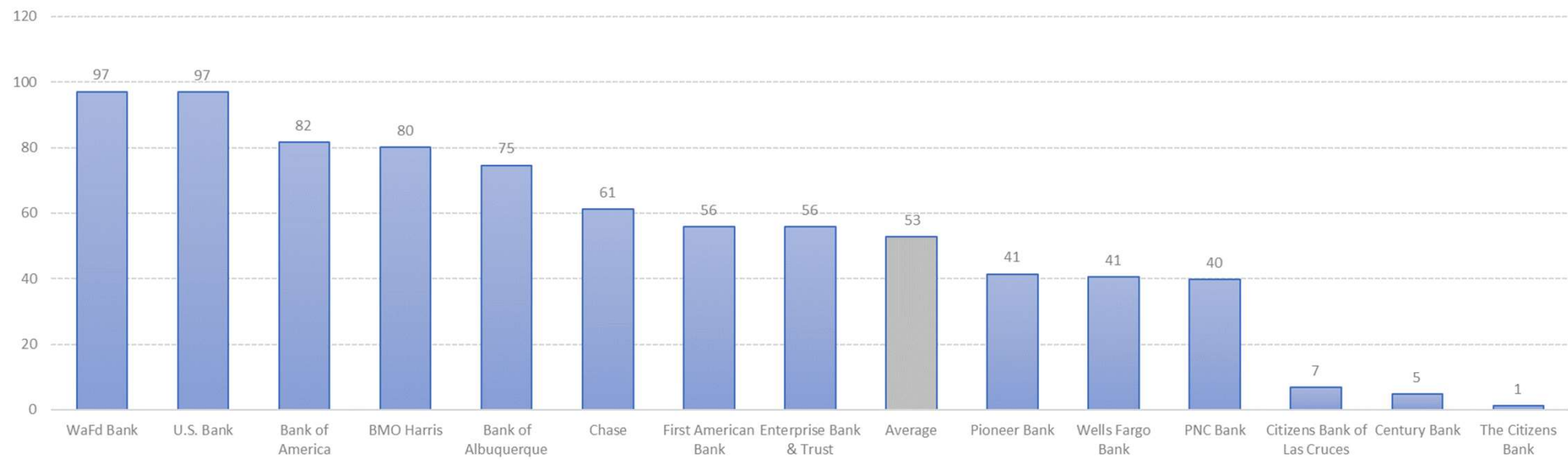
New Mexico –BCX Ranking by National Percentile (18-32 years old)

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



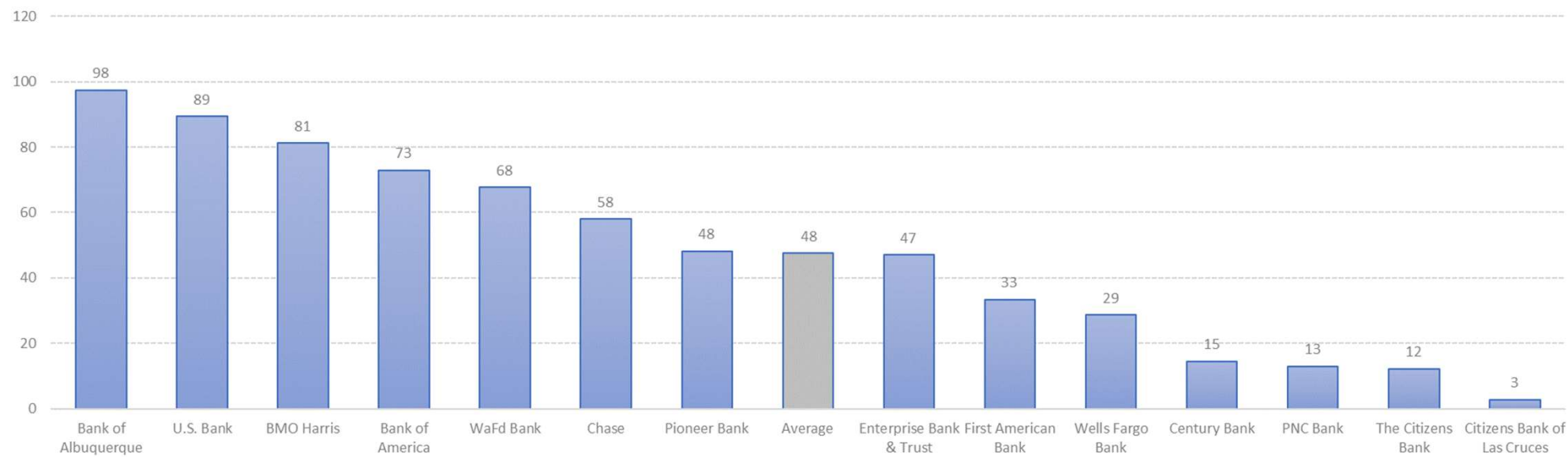
New Mexico –BCX Ranking by National Percentile (33-49 years old)

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



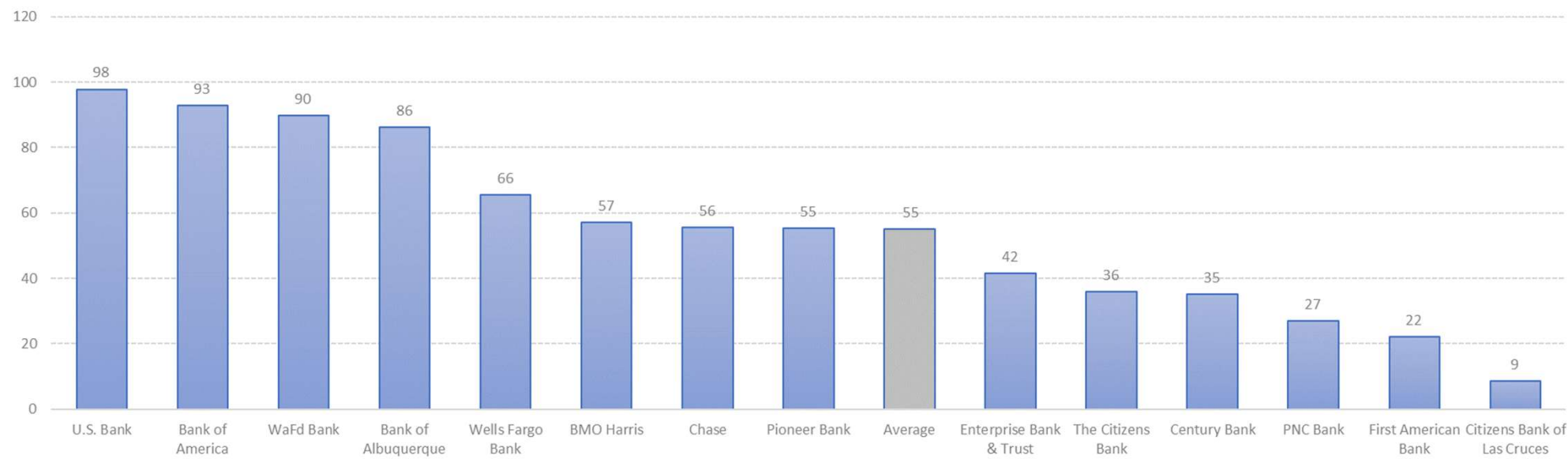
New Mexico –BCX Ranking by National Percentile (50 to 65 years old)

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

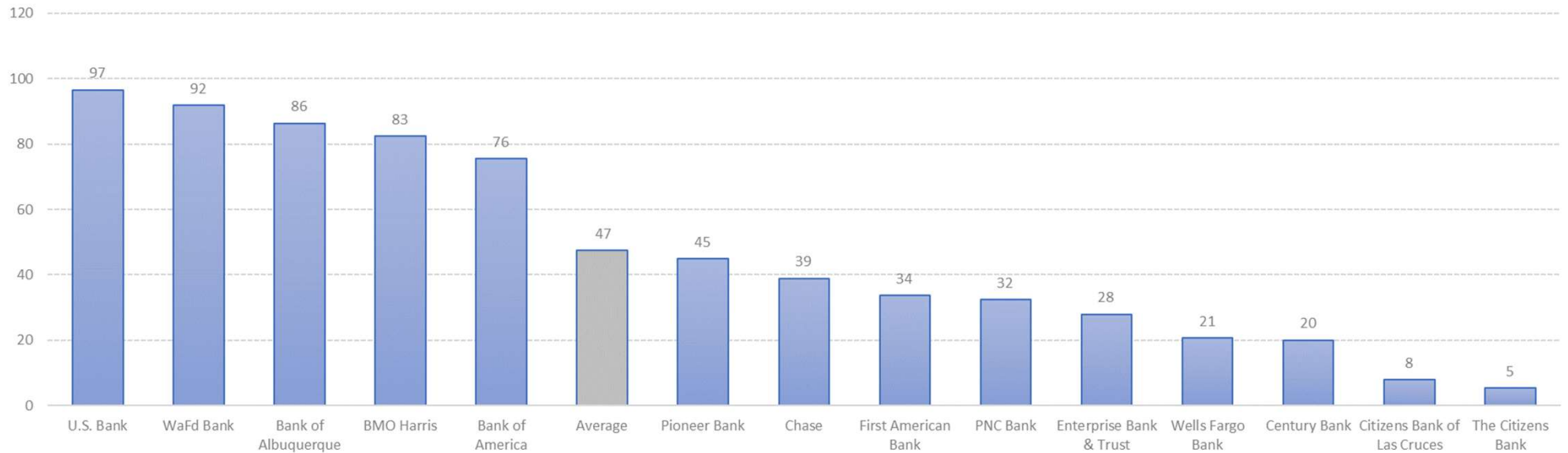


BCX Family Income Bracket Rankings



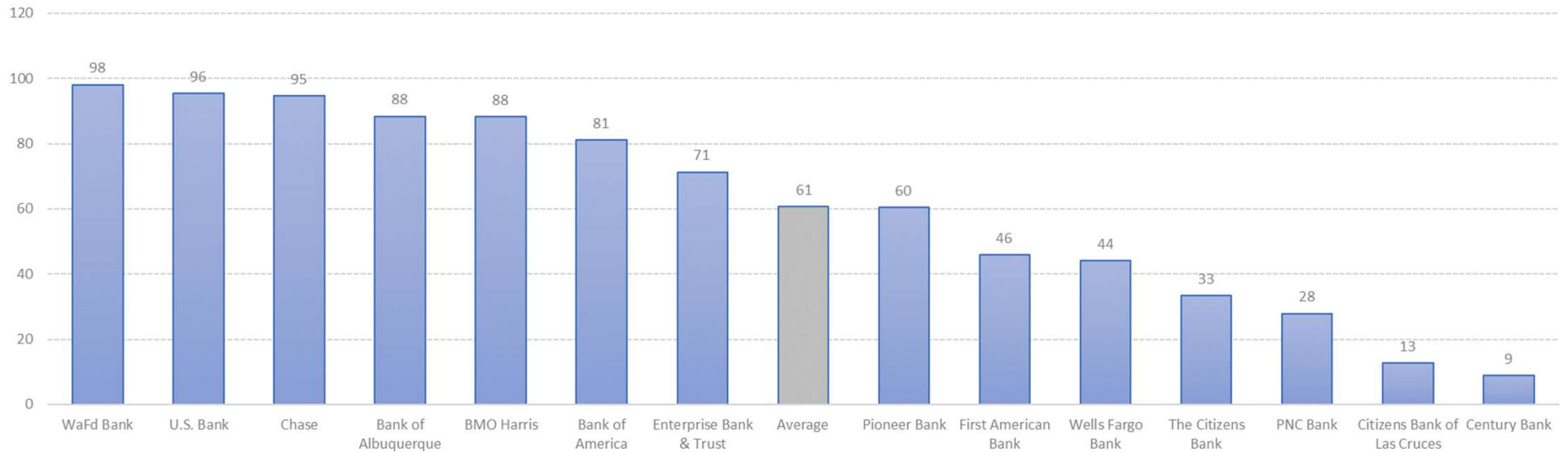
New Mexico –BCX Ranking by National Percentile (<\$50K Family Income)

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



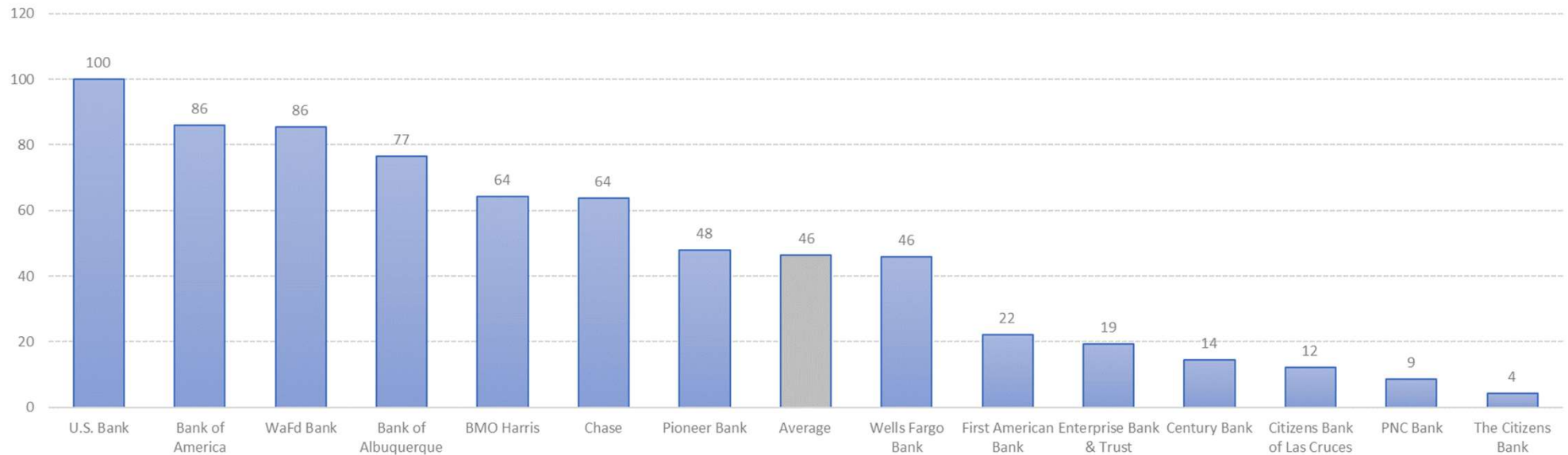
New Mexico –BCX Ranking by National Percentile (\$50K to \$100K Family Income)

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



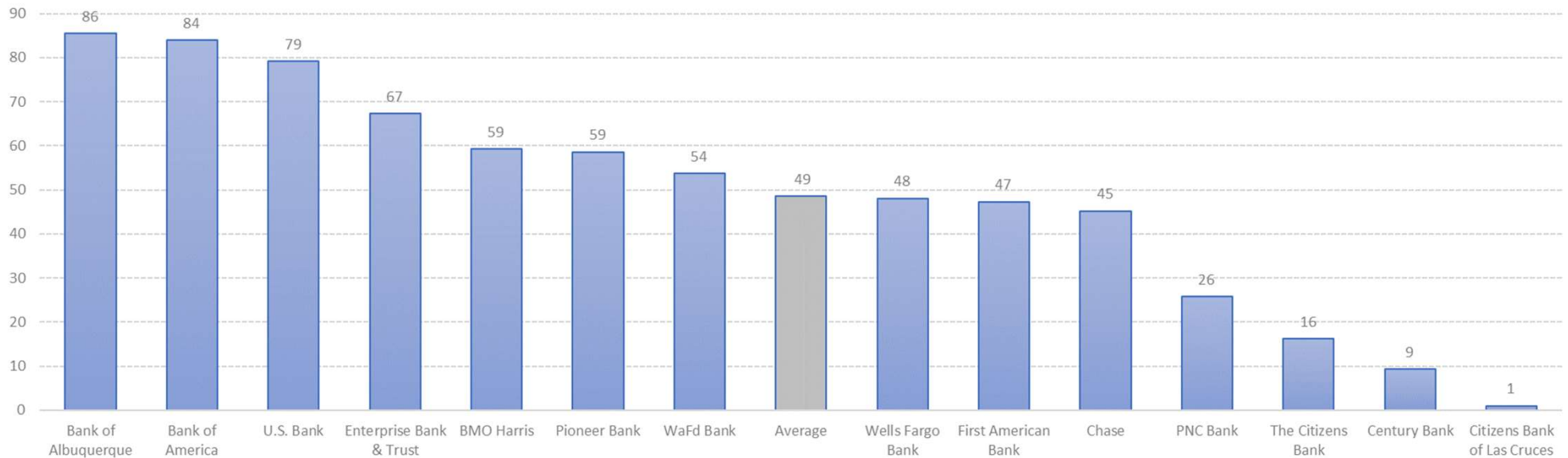
New Mexico –BCX Ranking by National Percentile (\$100K to \$200K Family Income)

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	56	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

Greater Than 75th Percentile ■
 50th to 75th Percentile ■
 25th to 50th Percentile ■
 Less Than 25th 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	70	78	67	62
BMO Harris	34	69	85	26
Chase	74	26	75	59
Pioneer Bank	37	69	52	74
Enterprise Bank & Trust	41	63	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 75th Percentile ■
 50th to 75th Percentile ■
 25th to 50th Percentile ■
 Less Than 25th Percentile ■

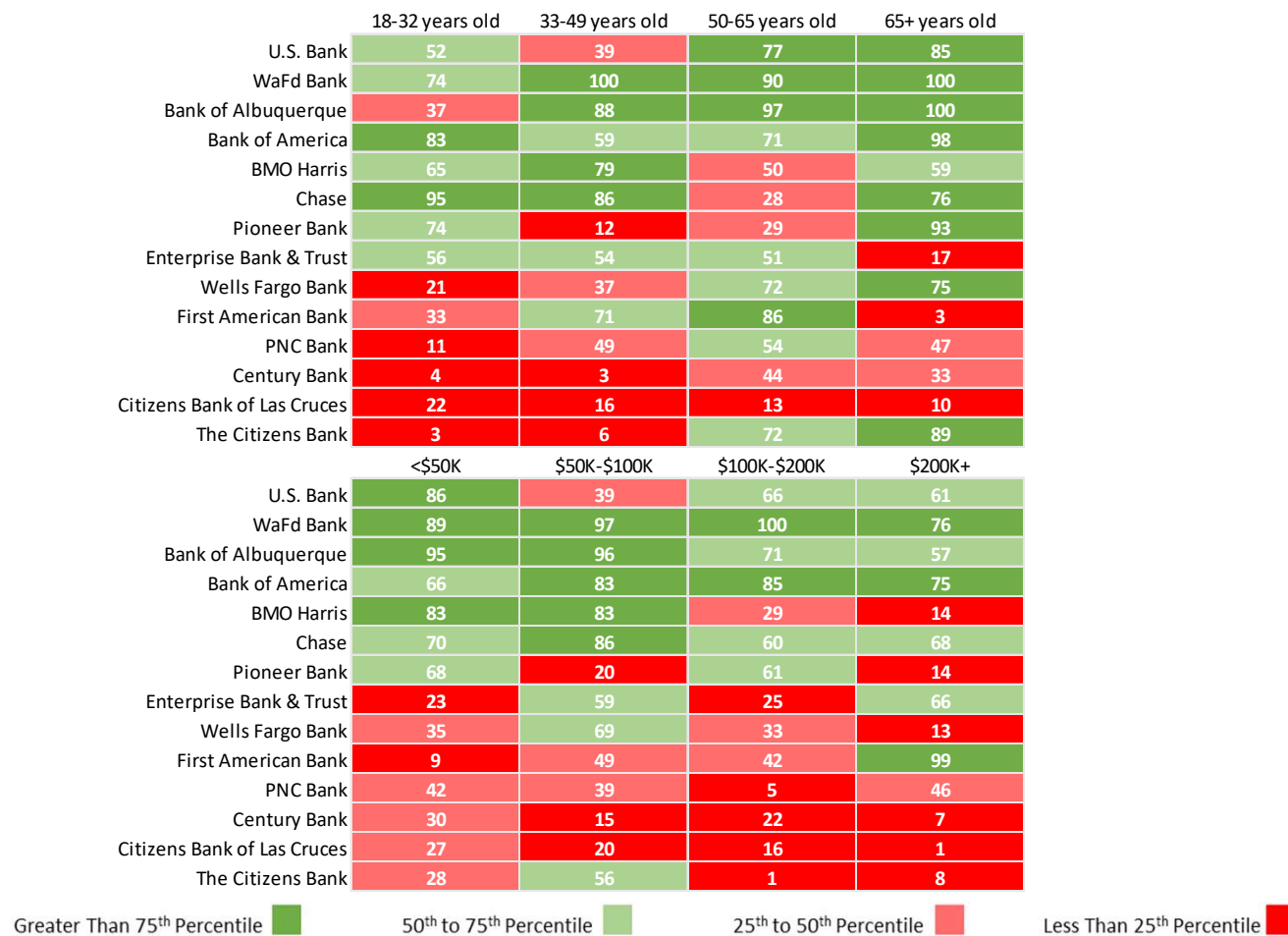
New Mexico –Omni-Channel Experience National Percentile

	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

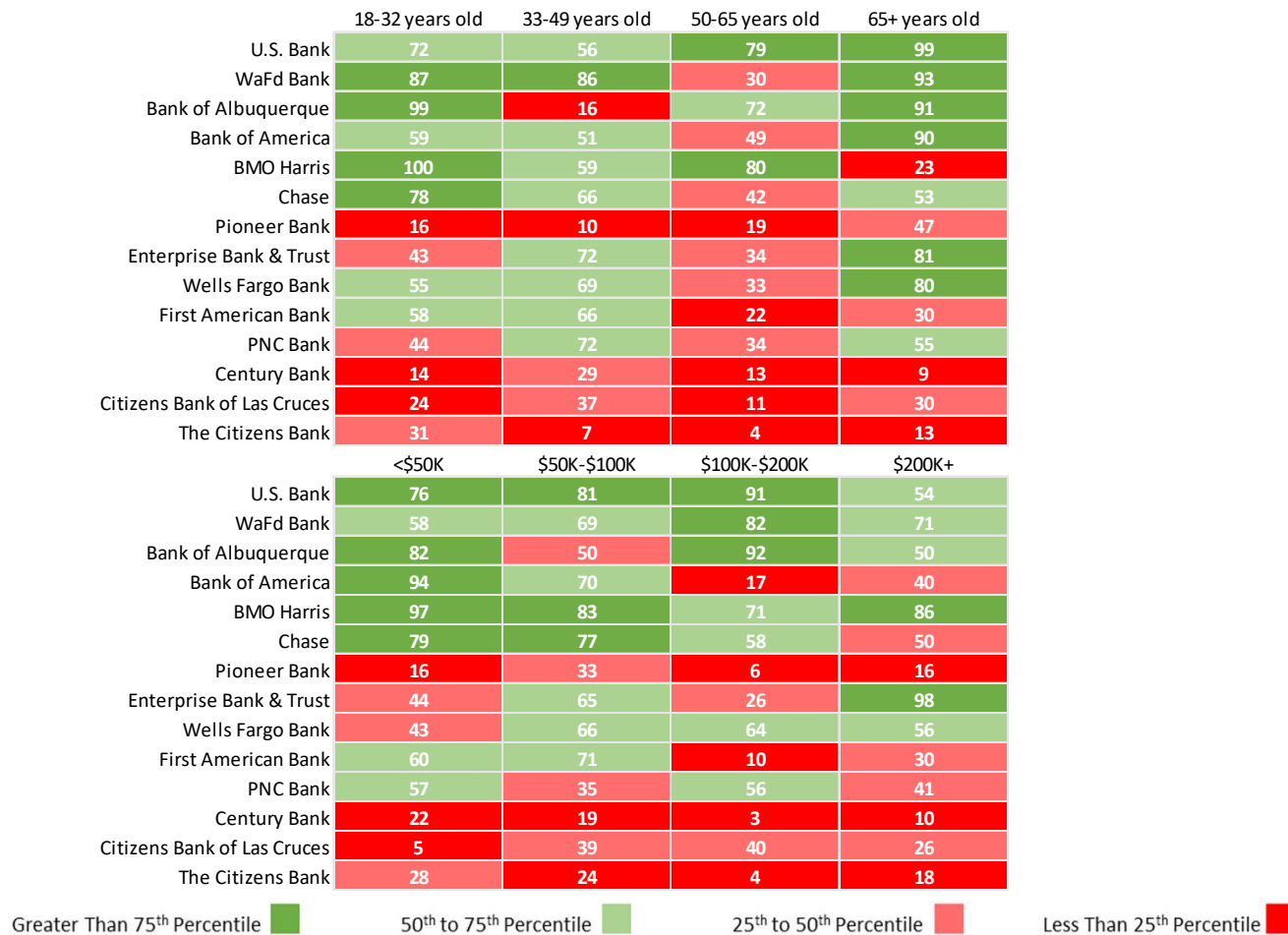
	<\$50K	\$50K-\$100K	\$100K-\$200K	\$200K+
U.S. Bank	100	95	99	8
WaFd Bank	75	69	49	93
Bank of Albuquerque	95	62	52	89
Bank of America	92	31	74	98
BMO Harris	71	68	54	44
Chase	29	85	92	48
Pioneer Bank	8	47	58	67
Enterprise Bank & Trust	74	75	5	82
Wells Fargo Bank	13	50	79	85
First American Bank	11	9	27	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 75th Percentile ■
 50th to 75th Percentile ■
 25th to 50th Percentile ■
 Less Than 25th Percentile ■

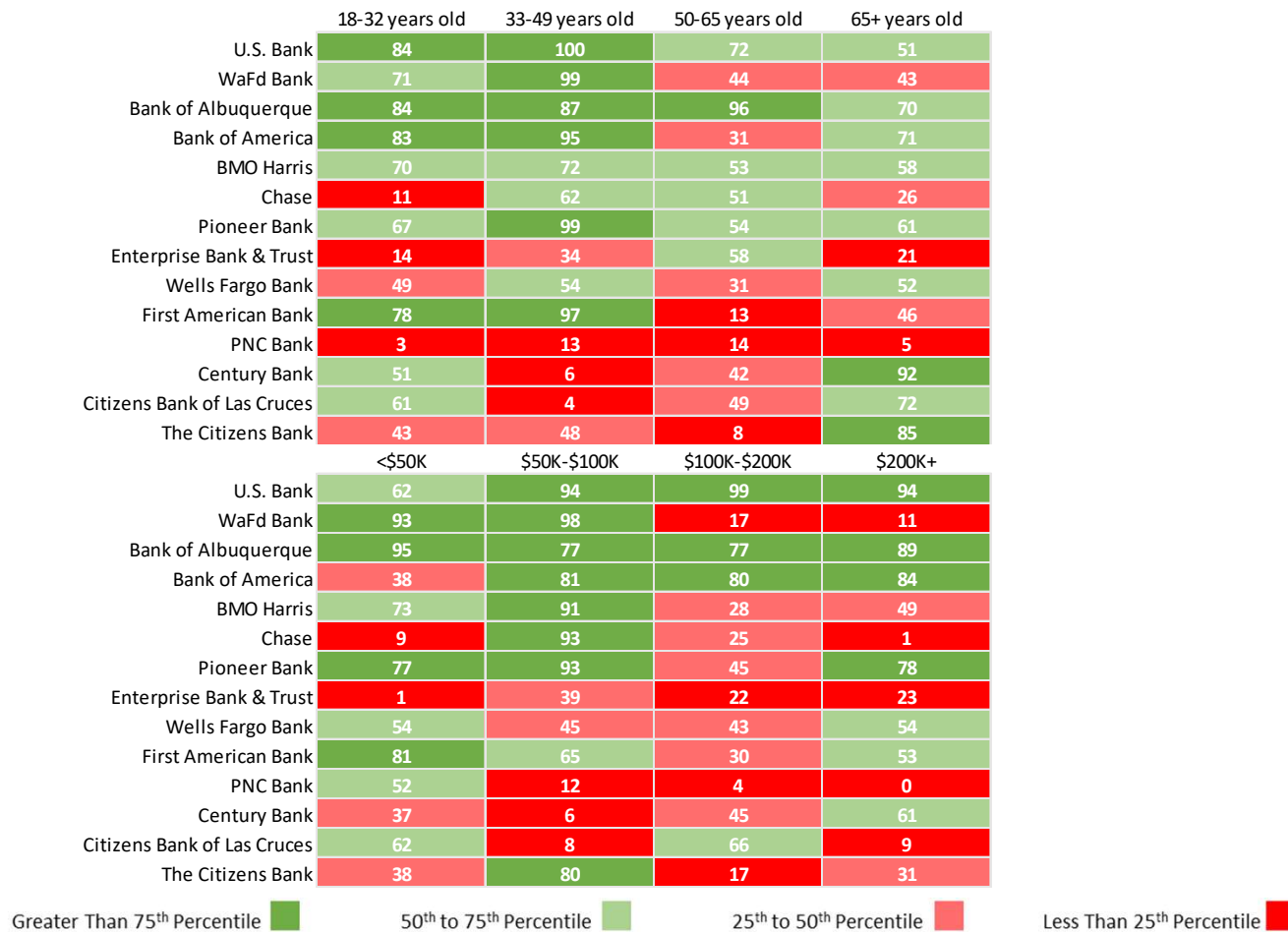
New Mexico –Mobile Experience National Percentile



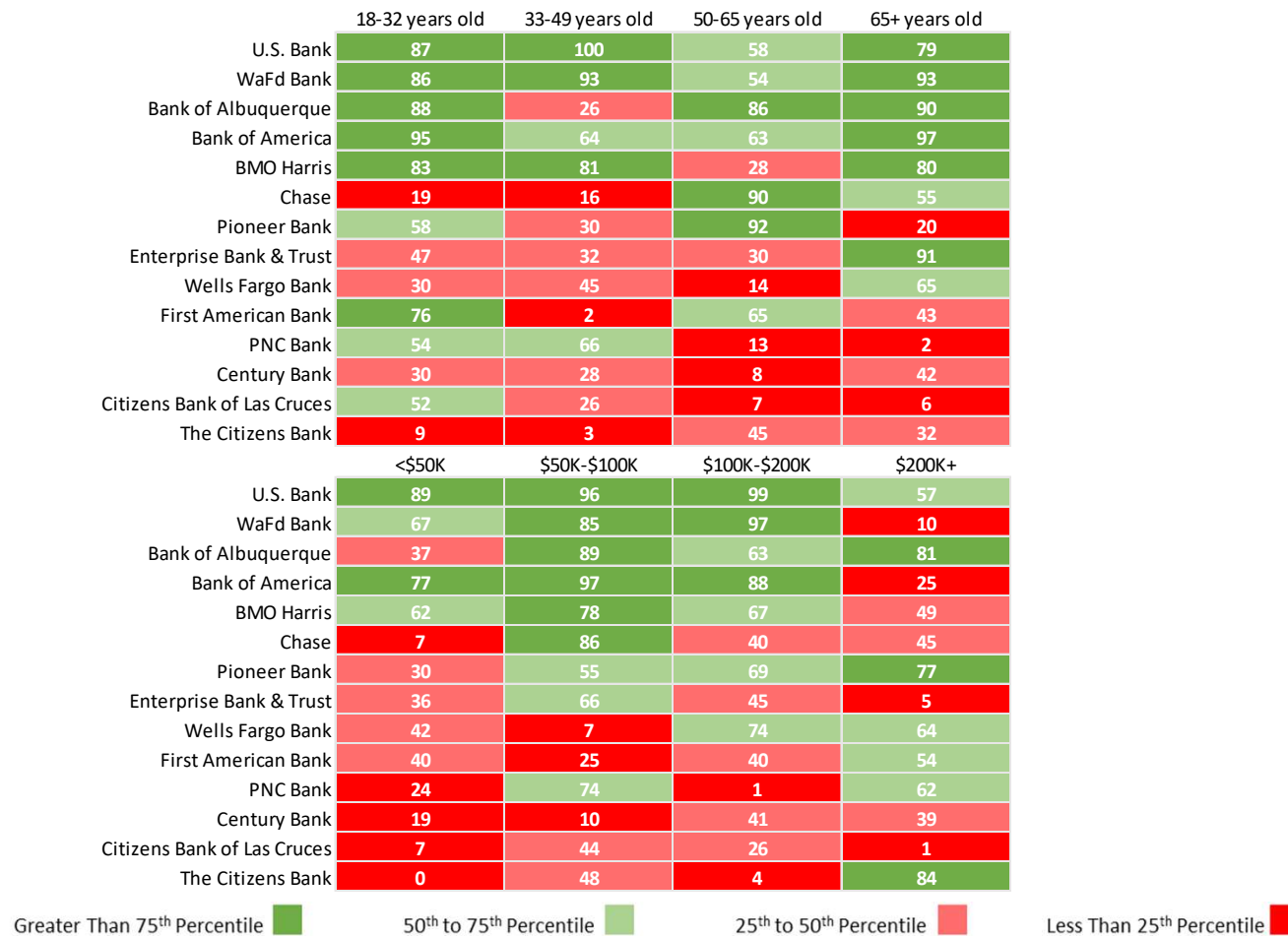
New Mexico –Website Experience National Percentile



New Mexico –Call Center Experience National Percentile



New Mexico –Branch Experience National Percentile

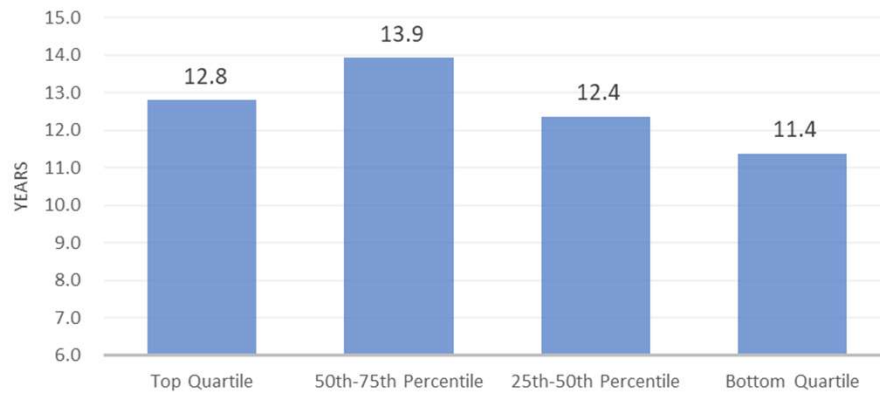


Market Level Attributes

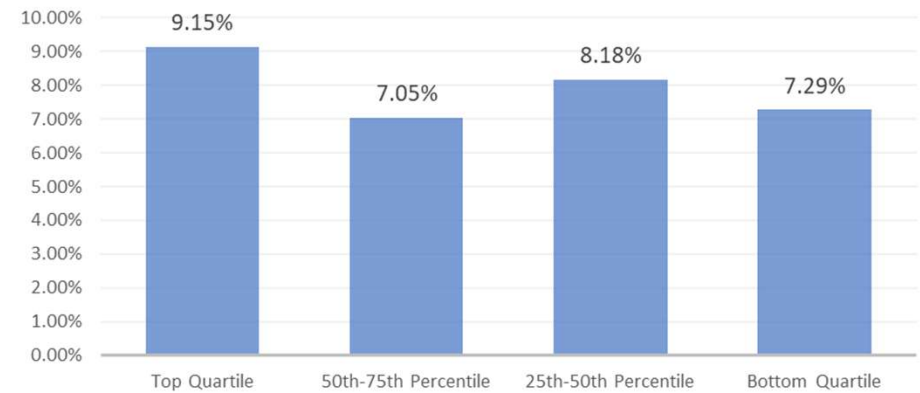


New Mexico –Key Benchmarks

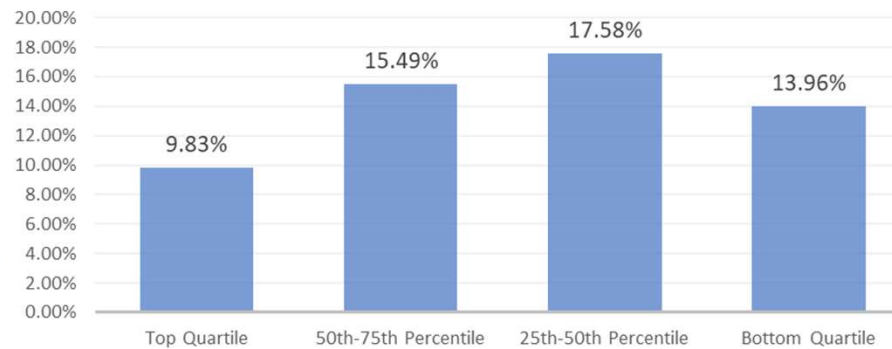
Average Customer Tenure



Percent of Customers Upsold/Cross Sold



Percent of Customers Open New Account w/ Competitor

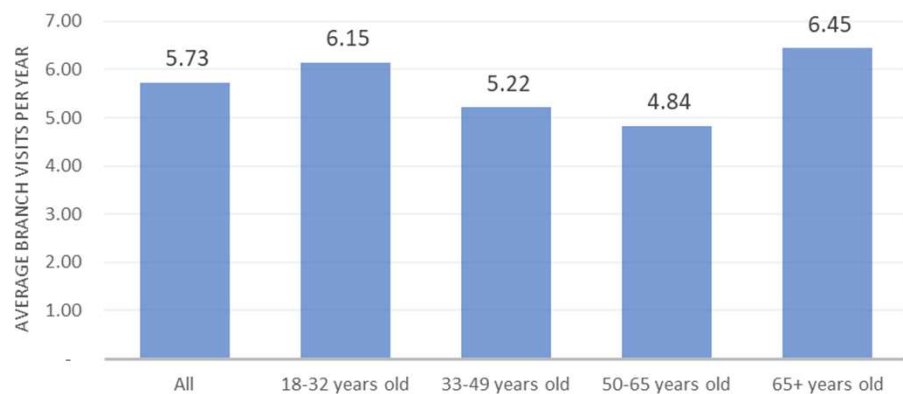


Percent of customers that opened an account (deposit or loan) with a provider other than their Primary Banking Relationship

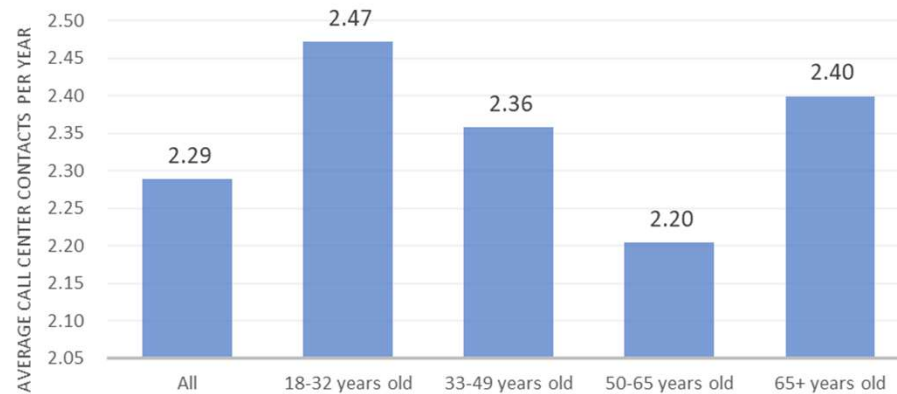
Percent of customers that utilized an additional offering from their Primary Banking Relationship

New Mexico –Channel Benchmarks

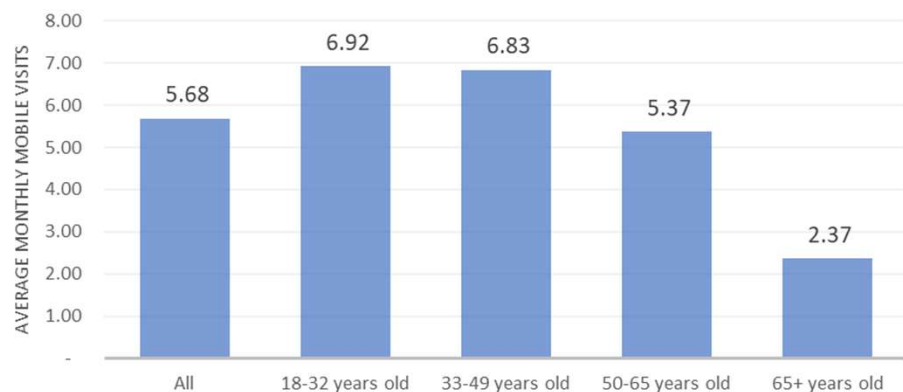
Average Annual Branch Visits



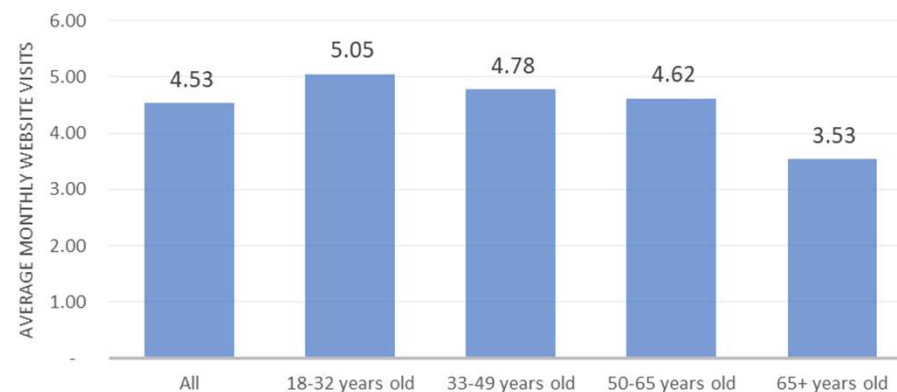
Average Annual Call Center Contacts



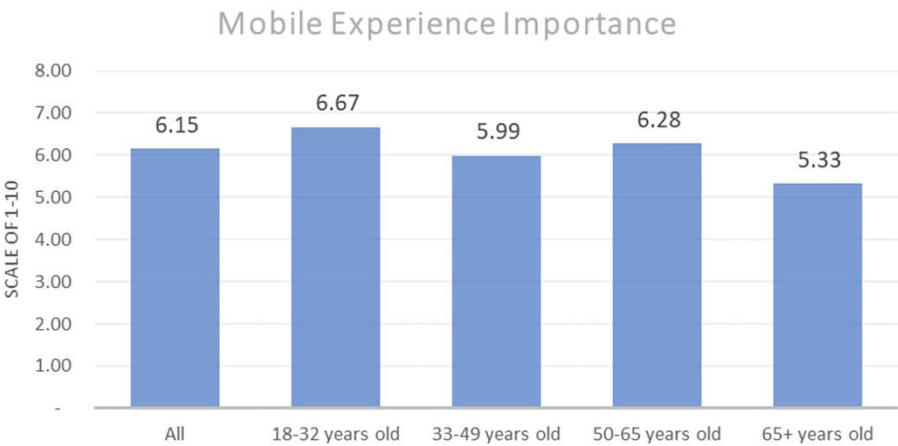
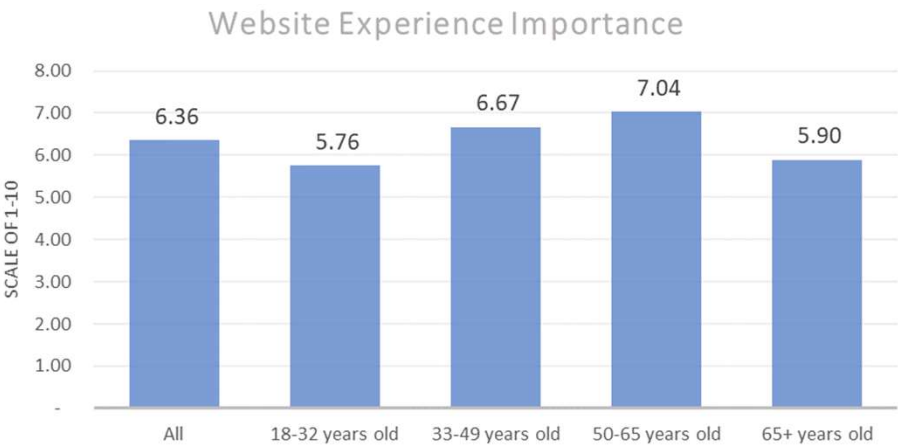
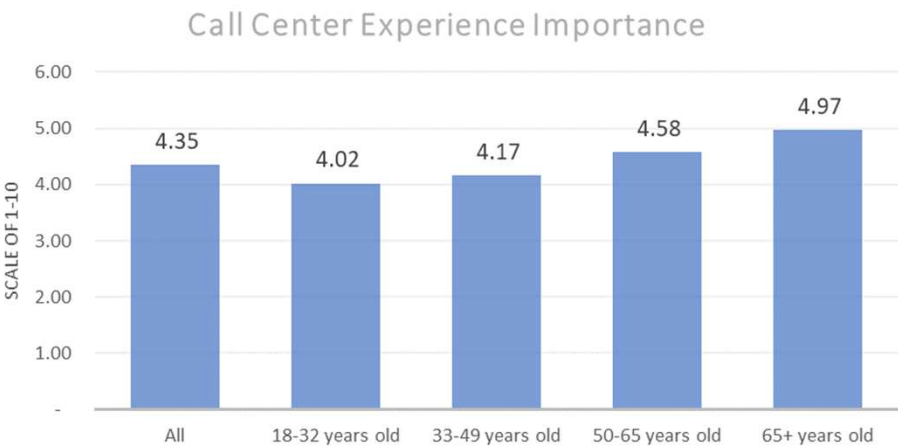
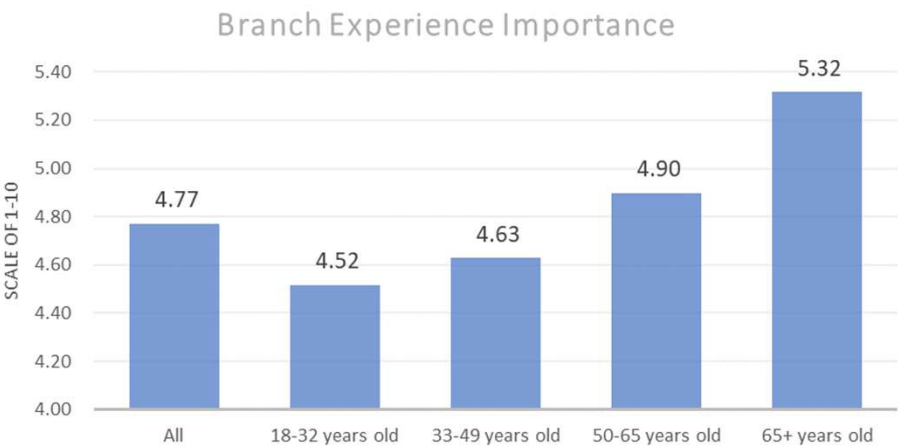
Average Monthly Mobile Visits



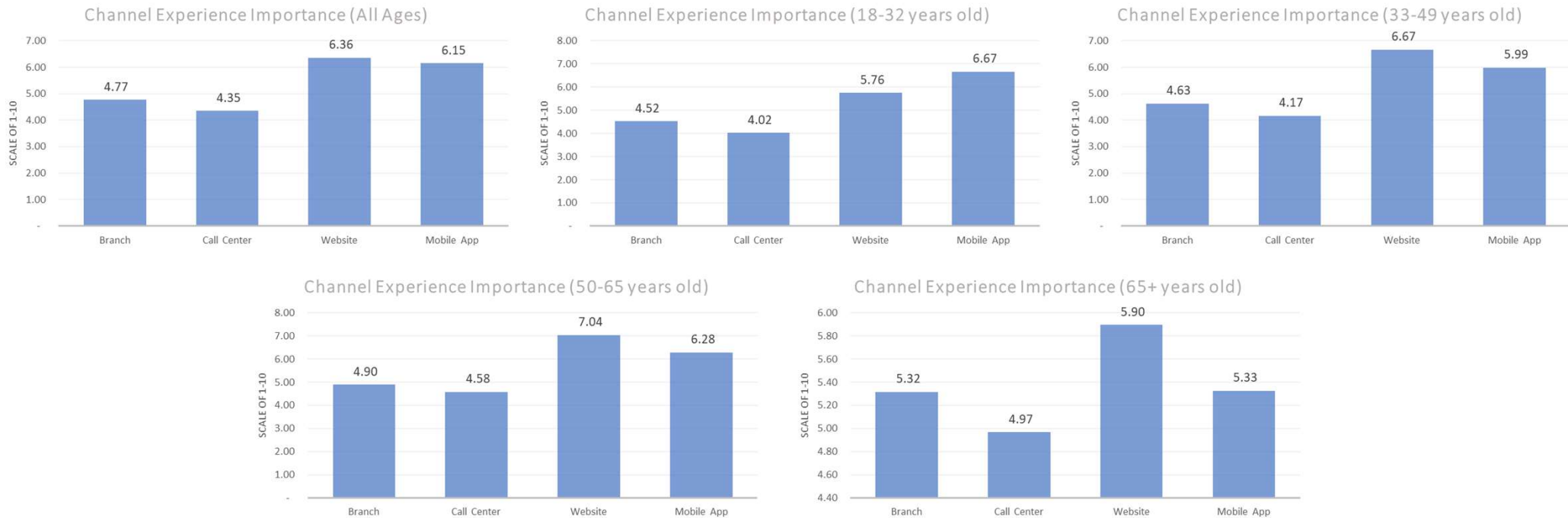
Average Monthly Website Visits



New Mexico –Channel Importance



New Mexico –Channel Importance



Thank You



For any questions or to get an in-depth Banking Experience Diagnostic please contact us at:

inquiries@bcxinsight.com

or

www.bcxinsight.com

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