

Survivor's 2011 Public Website scorCard – Canadian Banking

Toronto, ON – December 16, 2011 – **TD Canada Trust** has the most informative and easy to use public website among the leading online banking institutions in Canada. The bank ranked first in Survivor's 2011 *Public Website scorCard™*, a comprehensive, impartial audit of online features and functionality on the public/pre-login website of leading Canadian banks and credit unions.

RBC Royal Bank ranked a close second, followed by two newcomers to the top five, **Scotiabank** and **BMO Bank of Montreal**, each making notable website improvements. **CIBC** fell to fifth place this year, after taking the top spot in 2010.

The Public Website scorCard is a simulated-usage study that measures close to one thousand objective criteria within multiple service categories, each weighted according to industry-defined importance. These categories include applying for a bank account, enrolling for online banking access, representative interaction, presentation and functionality, and online resources. The design, analysis and execution of the scorCard were powered by CorbinPartners Inc., a leading provider of business intelligence in Canada.

“The more effectively a financial institution allows one to explore product and service features, and functionality, and then to enrol, the more likely a bank is to attract and keep customers,” said Glenn LaCoste, president of Survivor Inc. “**TD Canada Trust** took the top spot because they make it easy to apply for an account, and have a wide range of online tools and resources that are simple to navigate. They’ve complemented this with representative touchpoints when and where a customer needs it. This includes proactive use of social media networks, such as Twitter and Facebook.”

2011 Public Website scorCard		
1	TD Canada Trust	86%
2	RBC Royal Bank	80%
2	Scotiabank	80%
4	BMO Bank of Montreal	76%
5	CIBC	73%
6	Desjardins Bank	69%
7	PC Financial	67%
8	Conexus Credit Union	66%
9	National Bank of Canada	64%
10	Ally	63%
11	Coast Capital Savings	61%
12	Vancity	60%
13	ING Direct	55%
14	HSBC Bank of Canada	50%
15	ATB Financial	45%
16	Meridian Credit Union	36%
17	Servus Credit Union	32%
18	Laurentian Bank	31%
19	ICICI Bank	27%
20	Manulife Bank	23%
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This year's *Public Website scorCard* found that most online banking institutions are now making social media channels a key component of its customer support strategy. Social media is being leveraged to achieve multiple objectives, including product promotion, event notification, and financial education, and to respond to customer or prospective customer inquiries. “Many banking institutions have caught on that their public face goes beyond their own website, and are extending their customers access through social media,” said LaCoste. “Three of every four banking institutions that we assessed were actively using either Twitter or Facebook, or both.”

Jon Purther, vice-president at CorbinPartners, also noted that banking institutions are significantly improving their online help tools. “More and more, current or potential customers are seeking instant answers to pending questions and queries. Aside from online help content, having immediate access to banking representatives through click-to-call or live-chat capabilities leads to increased customer comfort and satisfaction,” he said.

The *Public Website scorCard* was conducted between July and November 2011 and incorporates online banking services available to a customer during that time period. Surviscor also conducted a complementary study, the *Online Banking scorCard*, on the secure websites of these Canadian financial institutions. Those results were released in October of this year and can be found at <http://www.surviscor.com/ScorView/Reviews/OnlineBanking/2011/>

About Surviscor Inc.

Surviscor Inc. is a Canadian leader in the analysis and ranking of Canadian online services offered to retail consumers. Surviscor produces seasonal feature and functionality *scorCards*, including its prominent *Online Banking scorCard* and *Online Brokerage scorCard*. All studies and analyses serve as industry benchmarks for consumers and industry participants by identifying online offerings considered to be leading-edge as compared to the industry standard.

About CorbinPartners Inc.

CorbinPartners Inc. is an established provider of corporate business intelligence and forensic market research. It has Canada’s leading specialty practice in research support for intellectual property matters, including risk analysis, regulatory assessment, mediation and litigation.

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