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Survivor's 2014 Canadian Online Banking **scorCard**


RBC Royal Bank named best online banking service in Canada

TORONTO, ONTARIO -- (CNW – March 3, 2014) – Online banking customers can once again rely on **RBC Royal Bank** to offer the most comprehensive online banking experience in Canada. For the fourth straight review, RBC ranked 1st overall in **Survivor's Canadian Online Banking **scorCard****, an annual objective assessment of online features and functionality and service interaction at major Canadian banking institutions. The Big Banks occupy the top 5 spots for the fourth straight period with Vancity awarded the best Canadian credit union for online banking services.

The top 10 ranked firms (of a total of 16 analyzed) are as follows:

2014 Online Banking scorCard		
1	RBC Royal Bank	75%
2	Scotiabank	74%
3	BMO Bank of Montreal	71%
4	TD Canada Trust	70%
5	CIBC	60%
6	Desjardins Bank	57%
7	Vancity	57%
8	Coast Capital Savings	54%
9	National Bank of Canada	52%
10	PC Financial	50%

2014 Online Banking **scorCard** - Peer Curve Score

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"While the competition has closed the gap, RBC has retained the number one ranking by continuously enhancing the customer's online banking experience, including industry leading performance in complementary account services and resources" said Glenn LaCoste, President of Survivor Inc.

"I am extremely pleased that RBC Royal Bank's Online Banking service has been recognized for the fourth straight year for providing the most comprehensive online banking experience in Canada," said James McGuire, Head Digital Channels, RBC. "One of our newest features that has been well received is Alerts, which give clients even more control over their finances. Clients can now choose to receive email or text message notifications based on certain criteria they select for their accounts."

Survivor's annual study, originally launched in 2008, simulates customer usage to measure over 2,400 objective criteria within multiple service categories, each weighted according to an industry-defined level of importance. New to this year's study was the introduction of an 'Account Resources' assessment category, as well as expanded service-related criteria throughout the scorCard. The design and execution of the *Online Banking Review* is once again powered by CorbinPartners Inc., a leading provider of business intelligence in Canada.

The ***Online Banking scorCard*** was conducted between January and February 2014. The full results are available at:

<http://www.survisor.com/ScorView/Reviews/Banking/2014/>.

Survivor recently completed its annual *Mobile Banking scorCard*, and is now preparing its *Online Discount Brokerage scorCard*, with results expected this spring.

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About Survivor Inc.

Survivor Inc. is a Canadian leader in the analysis and ranking of Canadian online services offered to retail consumers. Survivor produces seasonal feature and functionality *scorCards*, including its prominent *Online Banking scorCard* and *Online Brokerage scorCard*.

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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