

# Financial Services Customer Satisfaction (UKCSI Report July 22)



## Financial Services customer satisfaction (UKCSI report 2022)

Overall satisfaction for Financial Services organisations

**80.3%** ↗

higher than Jan 2022 and remains **7 out of 13 for sectors.**



## Complaint handling

Measures have improved by 8% year on year compared to July 2021

**69.5%** ↗

compared to the sector average of **66.4%**.



## Complaints increase

Despite the improvement in complaint handling

**14.1%**

of customers experienced a problem with an organisation.

**This level of problems is 2.2 percentage points more than in July 2021**

at the same level as January 2022 but 3.2 percentage points lower than the UK all-sector average.



## Getting everything right first time

Customer satisfaction is significantly higher when organisations get it right first time.

**83.7%** 😊

Customer satisfaction when the interaction was not right the first time.

**62.0%** ↘

Customer satisfaction was even lower when the interaction wasn't right first time and needed to be followed up by the customer.

**52.7%** ⚠️



## First Direct

leads the way with an overall UKCSI score

**85.3%** ranking high on reputation, trust, loyalty and recommendation.

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