

VBA-MDP (In-Person Shop 2022)



5 Completed Responses

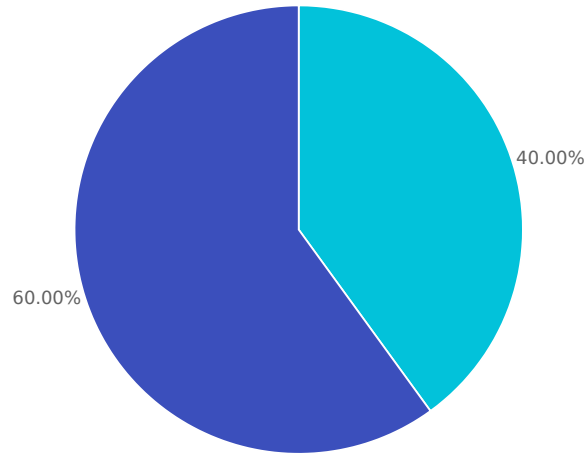
0 Partial Responses



Q1

Did you shop a Bank or a Credit Union?

Answered: 5 Skipped: 0



● Bank

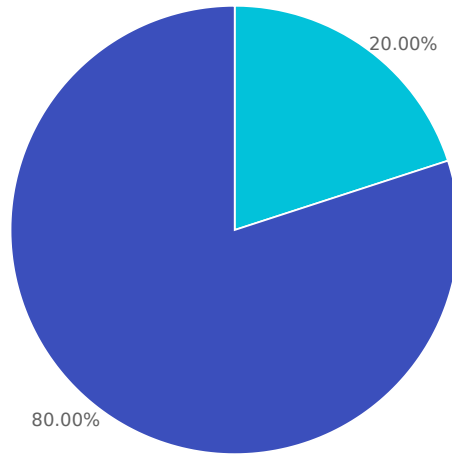
● Credit Union

Choices	Response percent	Response count
Bank	40.00%	2
Credit Union	60.00%	3

Q2

Were you greeted promptly?

Answered: 5 Skipped: 0



● Yes

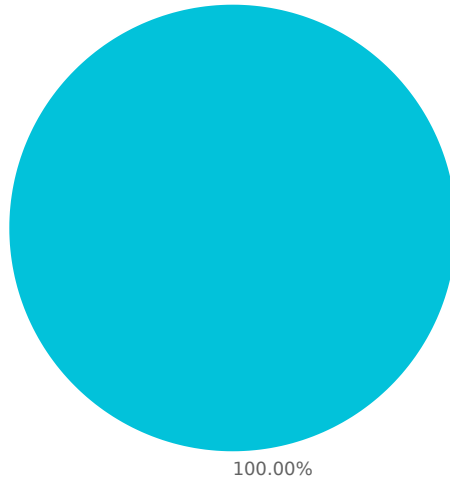
● No

Choices	Response percent	Response count
Yes	20.00%	1
No	80.00%	4

Q3

Were you greeted in a professional manner?

Answered: 5 Skipped: 0



● Yes

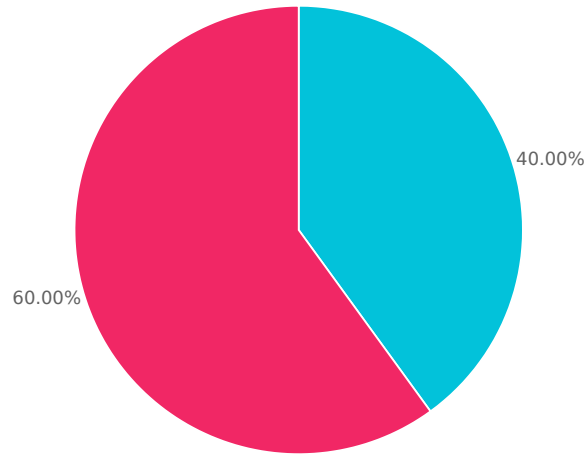
● No

Choices	Response percent	Response count
Yes	100.00%	5
No	0.00%	0

Q4

Was the greeting friendly?

Answered: 5 Skipped: 0



● Yes

● No

● It wasn't friendly, but wasn't rude.

Choices	Response percent	Response count
Yes	40.00%	2
No	0.00%	0
It wasn't friendly, but wasn't rude.	60.00%	3

Q5

What words would you use to describe your first impression?

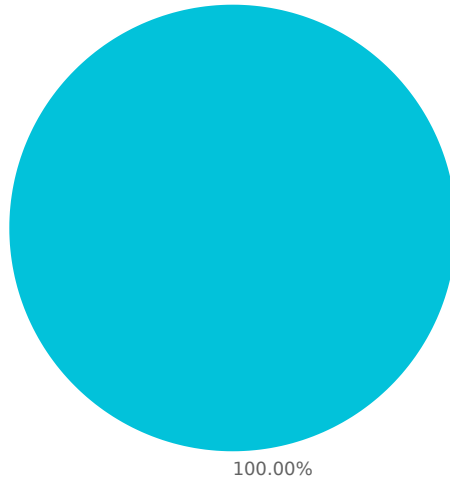
Answered: 5 Skipped: 0

1. Unwelcoming...busy
2. The place was very busy (it was a Saturday), and the few associates that there were, were all busy with clients.
3. unwelcoming...too busy for me?
4. uninterested or unconcerned, slow service
5. Pleasant with a smile

Q6

Did the employee have a good understanding of the products or services?

Answered: 5 Skipped: 0



● Yes

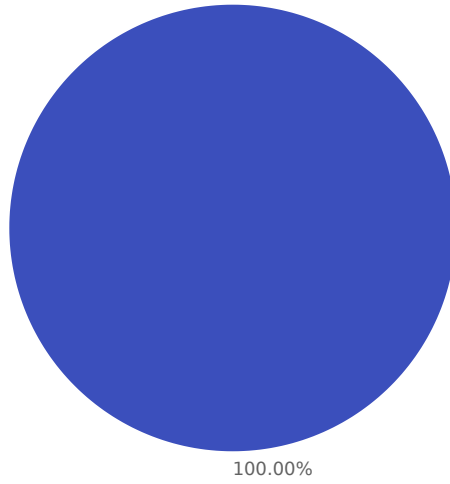
● No

Choices	Response percent	Response count
Yes	100.00%	5
No	0.00%	0

Q7

Did the employee ask questions to determine the best account for you?

Answered: 5 Skipped: 0



● Yes

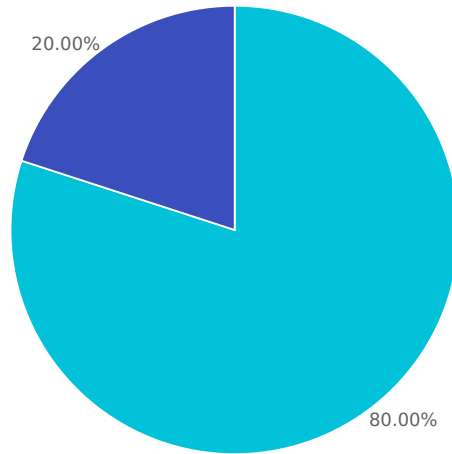
● No

Choices	Response percent	Response count
Yes	0.00%	0
No	100.00%	5

Q8

Did the employee answer your questions to your satisfaction?

Answered: 5 Skipped: 0



● Yes

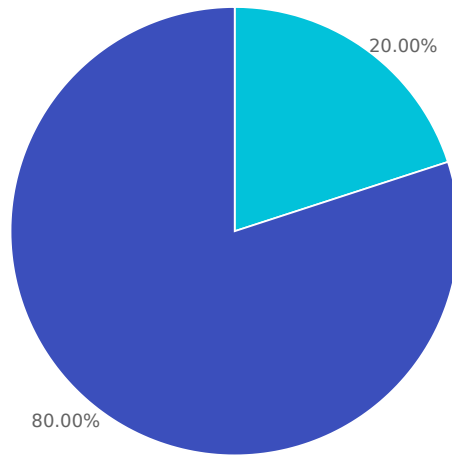
● No

Choices	Response percent	Response count
Yes	80.00%	4
No	20.00%	1

Q9

Did the employee offer any incentives or reasons to open a checking account with their bank?

Answered: 5 Skipped: 0



● Yes

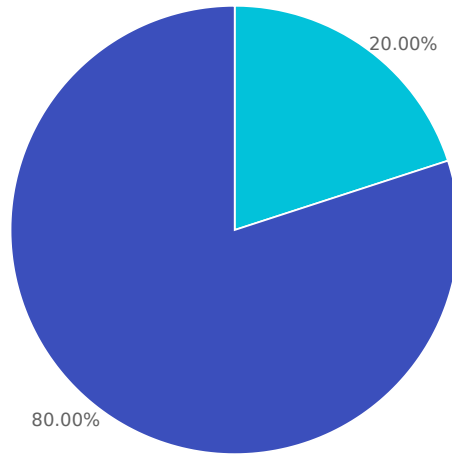
● No

Choices	Response percent	Response count
Yes	20.00%	1
No	80.00%	4

Q10

Did you feel that the employee was listening and responding to your needs?

Answered: 5 Skipped: 0



● Yes

● No

Choices	Response percent	Response count
Yes	20.00%	1
No	80.00%	4

Q11

What was positive about the experience?

Answered: 5 Skipped: 0

1. After talking for about 2-3 minutes, the banker became more friendly
2. The employees were courteous and professional. The associate that helped me knew the products and was able to answer my questions
3. after about 3 minutes of talking to him, he turned welcoming
4. The candy in the bowl
5. Employee was friendly and took care of what I asked of her.

Q12

What was negative about the experience?

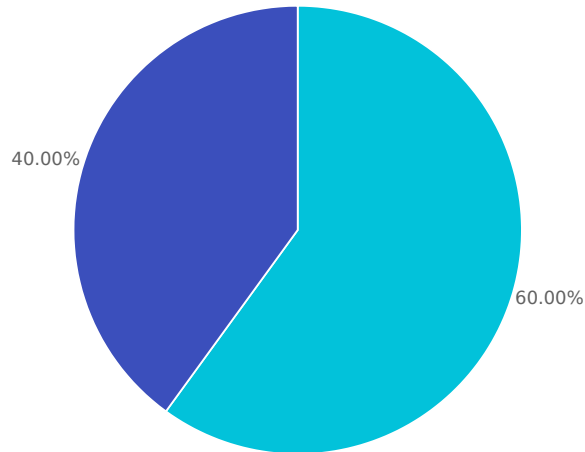
Answered: 5 Skipped: 0

1. At first seemed annoyed about my inquiry. Had to wait 10 minutes for someone to help me.
2. Took a LONG time to be seen by the associate (I didn't have an appointment). The associate did not probe too deeply into what type of account i needed, beyond checking vs saving and what kind of balances i was looking to keep on each.
3. Waited 10 minutes to see someone...bank was empty, only 1 other customer
4. I waited seven minutes before someone ask how she could help me, then she asked another employee at a desk to assist me. The two tellers didn't have a good work follow between them.
5. Employee didn't ask additional questions about my situation to cross-sell additional products and services.

Q13

Next Steps - did they leave you with options/follow-up?

Answered: 5 Skipped: 0



● Yes

● No

Choices	Response percent	Response count
Yes	60.00%	3
No	40.00%	2
Explain.		4

Explain.

1. He invited me to check out their site for additional details, make an appointment for the future if i did decide to open the account in person, or to open the account online directly
2. Will Call me
3. Handed me a printout of rates on the accounts but won't allow me to keep the printout - because the rates are subject to change. Referred me to their website for the rates and additional information.
4. They set up what I asked of them, but didn't provide me with any additional follow-up.

Q14

Lasting impression of the experience?

Answered: 5 Skipped: 0

1. I went in at 2pm...barely any clients in the branch, yet still took 10 minutes for someone to help me.
2. Sadly, it met my expectations (it was a "big box"/retail bank). Though to be fair, it WAS a weekend and they were swamped. Waiting to be seen was more aggravating than the experience itself
3. Waited too long to see someone
4. I simply walked out and didn't care about going back - don't think that would bother them either.
5. It was pleasant, but nothing stood out about the experience. 5 out of 10.