

# 2015 Ipsos Best Banking Award Winners

27<sup>th</sup> August, 2015



2015 Award Recipients	All Financial Institutions	Big 5 Banks	Question #
<b>Customer Service Excellence</b>	Credit Unions	TD Canada Trust	5b1
	Tangerine	Scotiabank	5b2
<b>Value for Money</b>	PCF President's Choice Financial	TD Canada Trust	
	Credit Unions	CIBC	5b3
<b>Values My Business</b>		RBC Royal Bank	
		Scotiabank	
		TD Canada Trust	
<b>Recommend to Friends or Family</b>	Tangerine	TD Canada Trust	5c
<b>Interest Rates &amp; Service Charges</b>	Tangerine	BMO Bank of Montreal	5d1
		CIBC	
		Scotiabank	
<b>Products &amp; Services Excellence</b>	Credit Unions	CIBC	10a1
	Tangerine	RBC Royal Bank	
	PCF President's Choice Financial	Scotiabank	
		TD Canada Trust	
<b>Financial Planning &amp; Advice</b>	BMO Bank of Montreal	BMO Bank of Montreal	11b1
	CIBC	CIBC	
	Credit Unions	RBC Royal Bank	
<b>Branch Service Excellence</b>		TD Canada Trust	
	Credit Unions	Scotiabank	9b1
<b>ATM Banking Excellence</b>		TD Canada Trust	
	Credit Unions		12b1
	Desjardins		
<b>Online Banking Excellence</b>	National Bank		
	Credit Unions	CIBC	14b1
	Desjardins	RBC Royal Bank	
	National Bank	Scotiabank	
<b>Mobile Banking Excellence</b>	Tangerine	TD Canada Trust	
	CIBC	CIBC	14f1
	National Bank	Scotiabank	
	Scotiabank	TD Canada Trust	
	Tangerine		
<b>Automated Telephone Banking Excellence</b>	BMO Bank of Montreal	BMO Bank of Montreal	13b1
	Credit Unions	RBC Royal Bank	
	Desjardins		
	National Bank		
<b>Live Agent Telephone Banking Excellence</b>	Credit Unions	BMO Bank of Montreal	13f1
	Desjardins	RBC Royal Bank	
		Scotiabank	

## Legal Disclaimer

Mandatory legal disclaimer to be used by all eligible Award recipients when quoting Award results in any external communication:

Ipsos 2015 Best Banking Awards are based on ongoing quarterly Customer Service Index (CSI) survey results. Sample size for the total 2015 CSI program year ended with the August 2015 survey wave was 45,391 completed surveys yielding 65,991 financial institution ratings nationally.

### Awards Criteria

- *Where more than one financial institution shares an Award, it indicates that there was no statistically significant difference between the eligible FI with the highest score and that of one or more other eligible FIs for the relevant Awards category; based on top box results stat tested at the 95% confidence level.*
- *Awards sample size requirement: Minimum total unweighted institution count of 400 per eligible financial institution per Awards category.*

*\*\* Only those financial institutions which subscribe to CSI may claim an Award and use it for external messaging purposes \*\**

