

# Customer Experience in the Banking Industry by Country

## CX Metrics in the Banking Industry

### KEY TAKEAWAYS

+ Chinese consumers report the highest satisfaction with their recent airline experiences, while Japanese consumers least frequently provide high satisfaction, likelihood to recommend, and likelihood to purchase more ratings.

+ Likelihood to recommend and purchase more have increased the most in the banking industry from 2022 to 2025, each increasing 3 percentage points. Satisfaction has changed the least over this time, increasing one percentage point.

	Satisfaction	Trust	Recommend	Purchase More
Australia	73%	67%	64%	54%
Brazil	77%	70%	73%	71%
Canada	83%	75%	70%	59%
China	<b>88%</b>	<b>92%</b>	82%	74%
Denmark	73%	68%	58%	46%
France	80%	69%	62%	68%
Germany	79%	68%	59%	30%
Hong Kong (China)	73%	81%	66%	50%
India	86%	85%	<b>87%</b>	79%
Ireland	77%	72%	69%	61%
Italy	63%	<b>51%</b>	51%	40%
Japan	<b>46%</b>	66%	<b>32%</b>	<b>24%</b>
Mexico	83%	74%	75%	58%
Netherlands	78%	69%	62%	54%
New Zealand	75%	72%	72%	51%
Philippines	84%	88%	87%	72%
Singapore	81%	86%	80%	61%
South Korea	71%	75%	64%	<b>80%</b>
Spain	65%	54%	49%	44%
Sweden	69%	64%	58%	50%
United Arab Emirates	76%	78%	79%	69%
United Kingdom	82%	77%	69%	55%
United States	85%	82%	76%	63%

### ABOUT

Base: 23,730 consumers across 23 countries  
Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

# Customer Experience in the Banking Industry, 2022-2025

## Customer Experience in the Banking Industry

■ Satisfaction ■ Trust ■ Recommend ■ Purchase More

Global: 2025

76%

Satisfaction

73%

Trust

67%

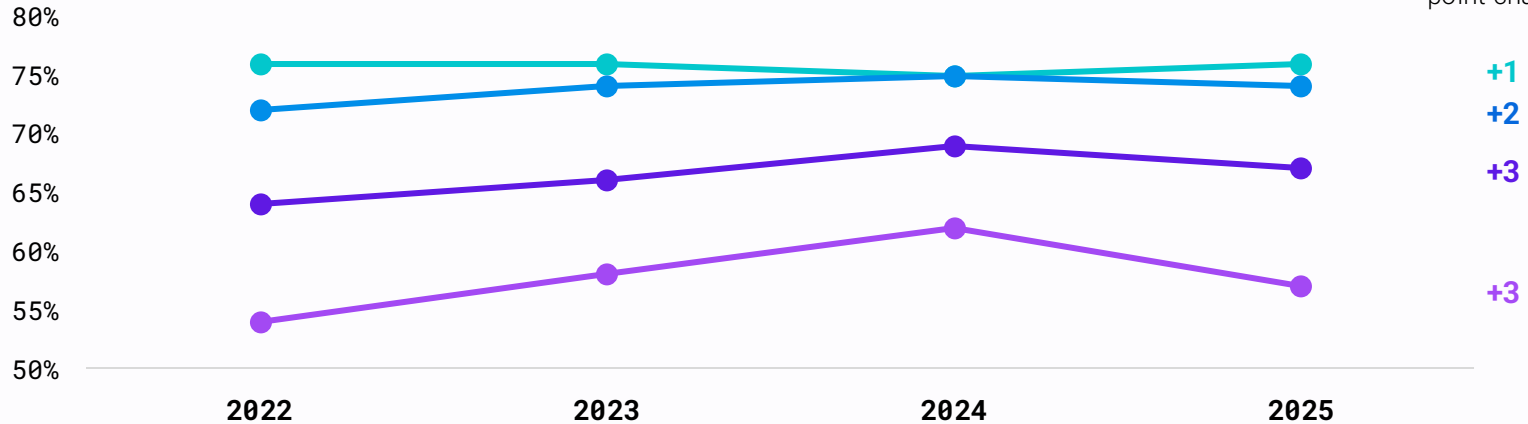
Recommend

57%

Purchase More

### CX Metrics over time 2022-2025

3 year %-  
point change



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## DATA CALCULATION

Data was only reported on and analyzed from industries with a sample size of 100+ in each country – otherwise reported as N/A. Consumers responded only about experiences with industries they had an interaction with in the previous 90 days.

Year-over-year calculations were performed using data only from the 20 countries from which we collected data in both 2023 and 2024. Calculations of CX metric changes from 2022-2025 were conducted only using data from the 19 countries from which we collected data in 2022, 2023, 2024, and 2025. Year-over-year calculations were not conducted including Hong Kong (China) due to small sample sizes. Data was not collected on auto dealer, electronics, and hotel industries in 2022.

CX metrics for all years are reported as the percentage selecting the top 2 boxes on a 5-point Likert scale out of the total number of responses for each country/industry.

All Global numbers are an average across all countries.

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