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ActivoBank is #1 Consumer's Choice for Digital Banking

ActivoBank is the #1 Consumer's Choice for Digital Banking in Portugal, for the fourth consecutive year

ActivoBank was distinguished, for the fourth consecutive time, with the "Consumer Choice" award in the "Digital Banking" category, with a Satisfaction Score of 85.57% and a Recommendation Score of 91.80%. The independent assessments, which result from the opinion of consumers, highlight the public awareness of the bank.

The assessment was carried out by ActivoBank's customers as well as non-customers, with similar results: customers attributed a slightly higher satisfaction rating to the bank, with 90.06%, while non-customers attributed a satisfaction score of 89.52%. ActivoBank was also the Digital Bank with the highest purchase/recommendation index (to a family member or friend), with 91.80%.

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Security, low commission costs, quick support, reliability, good customer communication, ease of operations, online access to all the bank's services, quality of the online platforms, simplicity in the information provided and speed of transactions were the most valued attributes.

The use of different platforms and technology, with simple and intuitive layouts, less bureaucratic processes and good conditions of use abroad were also important aspects for this analysis.

ConsumerChoice, the Consumer Satisfaction Assessment Center, once again awarded ActivoBank the seal that rewards brands by identifying the attributes that consumers most value and an effective assessment of each category, allowing the assessment of the highest levels of intention to purchase or recommendation.

Some 260,000 evaluations were collected by Consumer's Choice, covering 936 brands in many diverse sectors

This distinction results from the analysis of 936 brands, evaluated for their performance in the previous year, considering the degree of satisfaction they provide to their consumers. In this edition, 259,236 evaluations were carried out, in many diverse sectors. The brands recognized by consumers are those that best reflected the attributes required and valued by consumers in 2021 and that, after evaluation, achieved the highest levels of satisfaction.

For 2022, ActivoBank renews its commitment to innovate and simplify the lives of its customers, providing them with reference services and products in Digital Banking.