

**ABA**

# BankMarketing

## New Products

### Measuring Customer Loyalty As Well As Satisfaction

Perhaps you have noticed this phenomenon at your bank: Your customer satisfaction surveys tell you that your customers are “satisfied,” yet they continue to defect in large numbers.

The problem, according to Michael Hinshaw, managing partner of MCorp., a strategic brand and marketing consultancy, is that satisfied customers are not necessarily loyal customer; and satisfaction surveys do not measure loyalty.

The company, which has offices in the San Francisco and Portland, Ore., areas, has begun offering a Loyalty Mapping survey service that is designed to help banks significantly decrease customer churn, increase loyalty and drive customer value and profitability.

The company describes the service as a “customer listening tool and analysis methodology.” The mapping service is intended to give banks a clear understanding of where their customers actually stand in their customer relationship lifecycle, and where banks are in danger of losing them.

“By asking the right questions of your customers, Loyalty Mapping provides a clear picture of your bank’s actual performance, and provides benchmark data against which to measure your progress,” the company says. (see [www.mcorpconsulting.com](http://www.mcorpconsulting.com) for more information.)