

2014 GOLD MEDAL WINNERS



BANKING

About Us

Corporate Insight provides competitive intelligence and user experience research to the nation's leading financial institutions. For over 20 years, the firm has tracked technological developments in the financial services industry, identifying best practices in online banking and investing, online insurance, mobile finance, active trading platforms, social media and other emerging areas. There are no assumptions in Corporate Insight's work – we use live accounts at all of the firms we track, providing our clients with unparalleled, unbiased competitive intelligence.

Press Coverage

WALL STREET JOURNAL

REUTERS

IGNITES

PLANSPONSOR®

The New York Times

InvestmentNews

MarketWatch

TIME

Promote Your Firm's 2014 Gold Medals!

Corporate Insight is happy to assist all gold medal-winning firms in promoting their honors. For more information and to see examples of past promotions, contact us at PR@Corporateinsight.com.

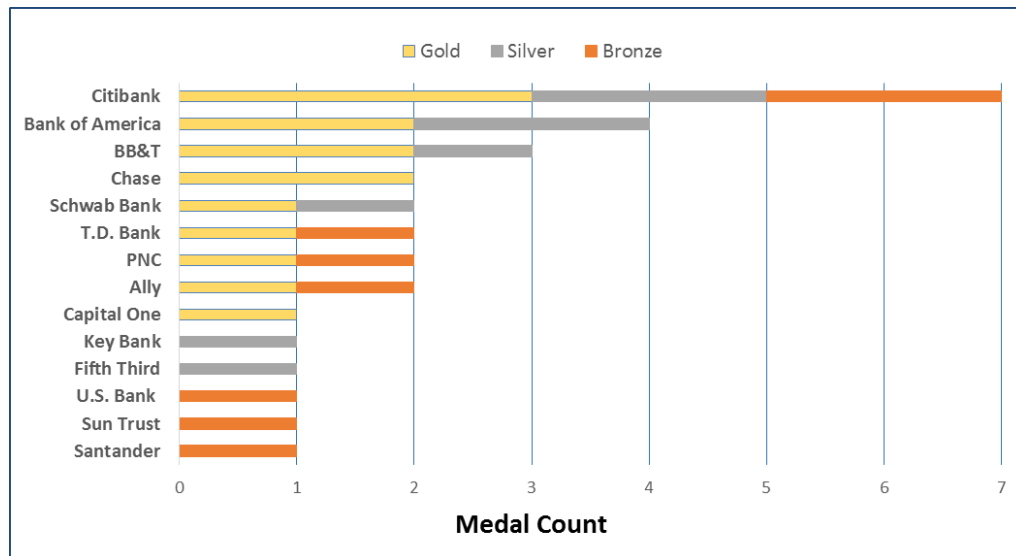
Connect With Us



Bank Monitor Awards

Welcome to the thirteenth annual *Bank Monitor Awards* Report, highlighting the best tools and features that are leading the way in key areas of online banking. The categories selected for this annual report cover both public and private site features, representing essential account management capabilities that most impact the client experience. This report provides examples of the best in class for each of the online tools surveyed, along with explanations for what makes a given firm's tool rise above its competitors. For features and tools that we consider outstanding within each category, we distribute medals in gold, silver or bronze, based on quality.

The **Gold Medal** is reserved for site features that offer an exceptionally valuable and comprehensive service to customers in a user-friendly, well-designed interface. For tools that offer strong capabilities with a few small flaws, we award a **Silver Medal**. Finally, a **Bronze Medal** goes to features that, though imperfect, offer account holders an excellent or uniquely valuable service.



Category Overview

- Account Selection Tools
- Online Applications
- Account Summary Information
- Account History
- Transfer Capabilities
- Self-Service Options
- Alert Centers
- Private Site Help



Promote Your Firm's 2014 Gold Medals!

Corporate Insight is happy to assist all gold medal-winning firms in promoting their honors. For more information and to see examples of past promotions, contact us at PR@Corporateinsight.com.



Account Selection Tools

Account Selection Tools help prospects choose an account that best fits their needs through questionnaires and comparison charts. Of the 17 firms covered by *Bank Monitor*, 15 provide clients with an account comparison chart, while eight offer an account recommendation tool. Several firms provide excellent tools to help clients select the right account, however the majority of firms still have room for improvement, particularly in providing account recommendation tools.



BB&T

For the first time, **BB&T** wins a gold medal in this category for the helpful comparison charts available for its checking and savings products, along with its comprehensive account selection assistant tool. The firm offers simple, easy-to-read charts to compare its core checking and savings products.



PNC

PNC receives gold in this category for the second consecutive year, thanks to its robust and readily accessible account comparison and selection tools. The firm revamped its Checking Overview and Compare Accounts pages since the last Awards report, to provide links to Compare Accounts alongside the short summary of each account offered.



Online Applications

An easily accessible and intuitive online account application is one of the best investments for a firm, since it serves as a gateway to new clients. Firms should therefore provide easy access to account applications throughout their public and private sites. Banks should offer a streamlined application for current customers that draws upon private site information to pre-fill key sections, saving customers time. Convenient value-added features include navigation within the application, and save capability.



ally

Ally Bank receives a third consecutive gold medal for its easy-to-use, single-page application process with clearly labeled steps. The application is divided into six expandable steps, each with section-specific FAQs. Ally Bank's seamless application allows includes a save feature and inter-page navigation.



BB&T

BB&T earns a gold medal this year for its comprehensive and accessible application with section-specific FAQs, a progress bar that measures the percentage and stages of an application's completion and dedicated links to a chat tool for assistance. The pre-application form highlights the applicant's requirements, CSR contact info and a link to the chat tool.



citibank[®]

Citibank receives a gold medal this year for providing a short application that fulfills all of our attributes and even exceeds some of the standards. The site has a static link to Live Chat throughout the application. A centralized page includes applications for all types of accounts, with the requirements to apply for each. Customers can check the status of an application, use comparison tools, and call a CSR to open their account.



charles **SCHWAB**
BANK

Schwab improved in this category, earning a gold medal after receiving a bronze last year. The firm provides a six-step progress bar, an ever-present live chat feature, and the ability to both save and navigate between pages.



Account Summary Information

The Account Summary information, often displayed on the private site homepage, provides customers with the information most pertinent to their accounts. The summary balance should provide customers with an overview of their individual and combined account balances. Additionally, the firm should provide a link to more detailed information about each of the client's accounts, hopefully touching on the account's rates, nicknames, routing number, date the account was opened, date of the last statement, last statement balance and more.



TD Bank earns its first gold medal in Account Summary Information this year. The summary balance information, found on the private site homepage, displays sections for each account type (such as Deposit Accounts and Loans) within separate tables. The firm provides the full account number, the daily balance, the total dollar amount of pending transactions in each account and the available balance. Each table also includes a total balance for the account type. Above the balance information, the firm provides a welcome message and includes the current date and the date and time of the last login.

Account History

A strong Account History or Recent Transactions page provides users with a minimum of one year of back transactions and should include all relevant details, such as date, amount and source/location. The ability to filter or search through this history for a certain amount or date range is important. Customers should also be able to categorize activities or add descriptions to them, as well as to print well-formatted copies of any transactions table they generate.

Bank of America



For the third year in a row, **Bank of America** earns a gold medal for its 12 months of past transactions and extensive search capabilities. The activity table features six sortable columns of data points including the Date, Description, Type, Status, Amount and Available Balance. Three of the columns – Date, Type and Status – are sortable, enabling customers to navigate through recent transactions easily. Customers can also use a Search tool by inputting a keyword, transaction type, time frame, amount or check number.

Transfer Capabilities

The ability to transfer funds in and out of bank accounts is an essential feature for online financial account management. Funds transfer services are now a core transactional feature provided by most retail bank websites. For this category, we examine both internal and external transfer capabilities, looking at the ways that account holders can move money between their own accounts as well as those held by other consumers.



For the second year in a row, **Chase** earns a gold medal in Transfers. The firm's Transfer Center is easily accessible from the main navigation menu. There is no general transfer overview page, so users can directly access the page they need via the flyout menus. Additionally, Chase offers P2P transfers via their in-house Chase QuickPay tool. Clients can send money to nearly any person with a U.S. bank account by providing the recipient's email address or mobile phone number; users can also request to receive money via the Chase QuickPay tool.



Self-Service Options

Clients should have the ability to update account information easily and access banking resources, such as updating online passwords and reordering paper checks, all within a unified section via the bank's private account management site. Additionally, clients should not be charged excessively for accessing such resources. For this category, we praise firms that offer an abundance of self-service capabilities that are organized effectively and that charge the lowest fees.



Citibank has earned the gold medal by offering a large array of options within the Account Management main navigation tab. From this centralized location, users can access links pertaining to nearly all attributes included in our rankings within 10 sections – Statements and Communications Center, Message Center, Link Accounts, Banking Service Requests, Offers, Change Your Personal Profile, Online Banking Preferences, Account Services & Enrollments, Manage Citi Mobile Services and Account Upgrades.

Alert Centers

Alerts are a useful tool offered by firms that allow clients to receive up-to-the minute account information that matters most to them. Typically housed within a dedicated Alerts Center, account alerts keep customers apprised of their bank account activity by relaying information regarding balance levels and specific transactions, as well as automatic security alerts triggered by changes to their online profile. Industry leaders in this category offer an array of customizable and automatic alerts that can be delivered to multiple points of contact.

Bank of America



Bank of America earned the gold medal by continuing to offer an easily accessible and thorough Alerts Center. Accessible via the Accounts main navigation flyout menu, the Alerts Center is divided into three intra-page tabs – Alert Settings, Alert History and About Alerts.



Capital One receives its sixth consecutive gold medal by continuing to offer an in-depth list of alerts and delivery options, in addition to much rarer alert suspension features.

CHASE



Chase wins gold for the sixth consecutive year for a varied assortment of alerts and the ability to send alerts to multiple contact points, including push notifications to mobile apps.



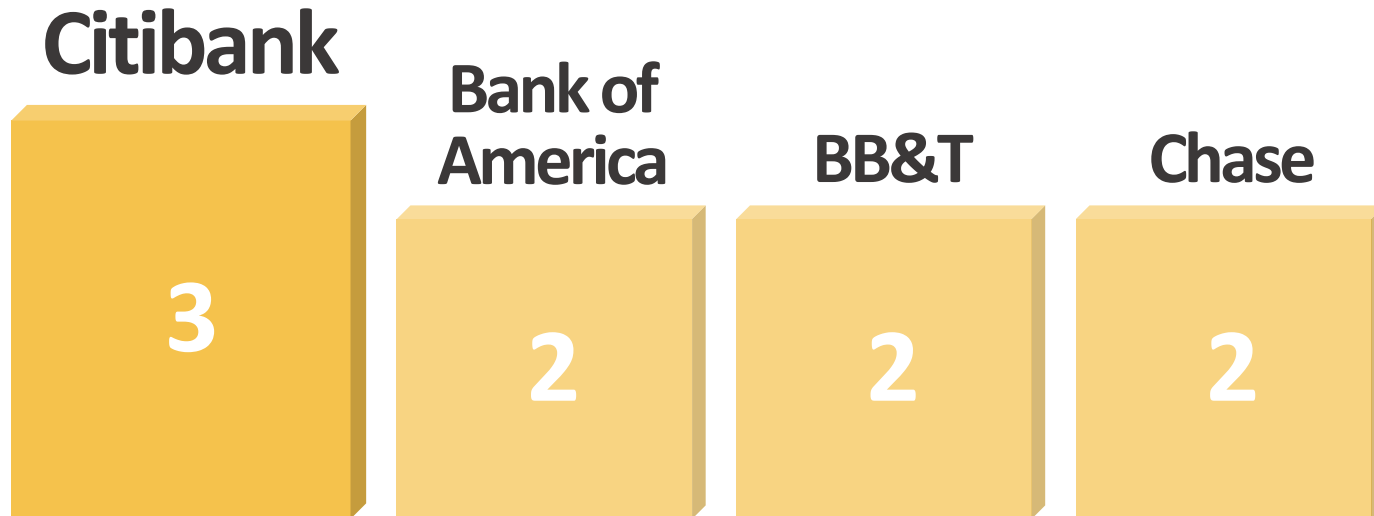
Private Site Help

For this category, we looked not only for helpful content available on each firm's private site, but also logical and prompt access to that content. With firms expanding their product offerings and the scope of their websites, we also examined responsive online customer service, such as email and live chat, in addition to section-specific help, the availability of a centralized Help Center and search tools.



Citibank earns a gold medal for the third consecutive year, offering a centrally available live chat and Secure Message Center via the Contact Us dropdown menu within the header, help resource links within the welcome banner, as well as a traditional help center. Additionally, the firm offers a search tool that generates information about Citi's products and services.

2014 Top Gold Medal Winners



In the 2014 Bank Monitor Awards, Citibank leads with three gold medals, followed by two for Bank of America, BB&T and Chase, respectively.

Contact Us

Alex Filiaci

Senior Analyst

Bank Monitor & Credit Card Monitor

☎ 646.751.6961

✉ afiliaci@corporateinsight.com

in [Connect with Alex](#)



Connect With CI

