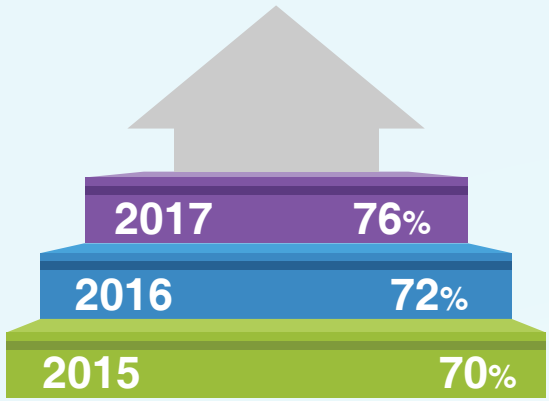


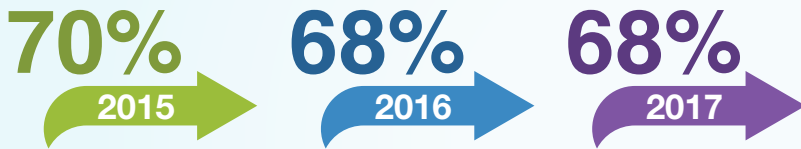
# TRUST INDEX IN THE BANKING SECTOR

Trust in the UAE Banking sector stabilizes at 68%



## Overall Impression

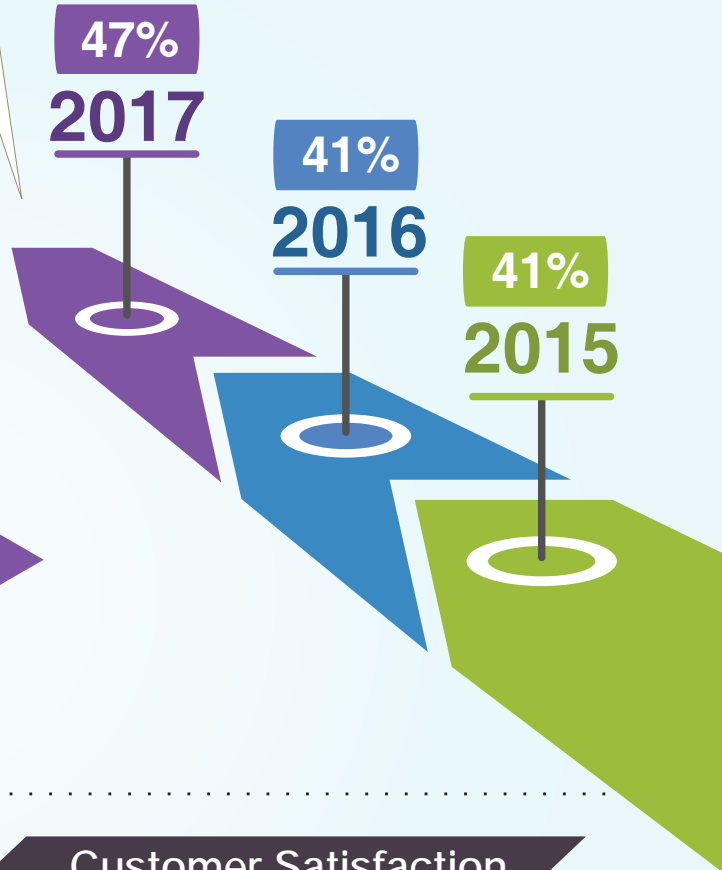
Overall impression about the banking industry continues to improve



## Trust Index

Trust in banking sector remains robust

**Change in Perception**  
Customers perception about banks improves



## Focus Areas for Banks

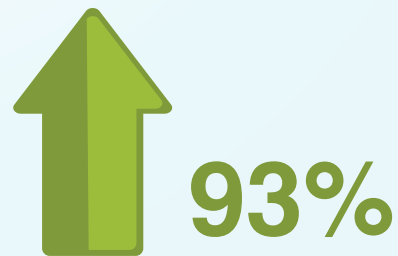
Continue enhancing the standards to meet the rising needs of customers

Further embrace and accelerate digital transformation and artificial Intelligence



Enhance the service quality of call centers

## Customer Satisfaction



Banks are doing a fairly good job of meeting customer expectations

\* Sample size 1,500 for adults aged 18+ in the UAE  
Margin of error +/- 3%

# TRUST INDEX IN THE BANKING SECTOR

## Survey and Methodology

- For the third year in a row, UBF released its nationwide survey that aims to measure consumers trust in their banks in UAE.
- The survey was conducted by TNS, a leading consultant in the field.
- The survey fieldwork was completed during the period Sep-Nov 2017 with 1,504 adults (aged 18+) in the UAE.
- Margin of error is +/- 3%, the data was weighted to match UAE's population based on age, gender, region and nationality.
- The survey is based on mixed mode interviewing (online and computer-assisted personal interviews).

## Key Findings

- Trust in banking sector remains high at 68%
- Consumer confidence remains steady and robust, with 93% of UAE retail banking customers satisfied with the performance of their main bank
- 76% respondents mentioned that their impression towards banks is very positive
- Participants' perception of the banking industry has improved to 47% while 37% said that their opinion of banks is the same
- 40% of respondents also stated that the UAE's banks offer better services than those in their home nations, while 30% said that their home country banks offer better services, and 25% stated that services provided by their home country banks and the ones in the UAE are about the same

## Concluding Highlights

- Trust in the banking sector remains steady
- Overall impression about the banking sector is improving
- Banks are getting even better at dealing well with a variety of challenges facing the sector, especially keeping up with digital innovations, preventing cybercrimes and good customer service
- Banks continue to develop their business performance to meet customers expectations and needs
- Satisfaction with Branch, Online and ATM channels are high, while performance of Call Centers services need enhancement.