

Media Release

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Business satisfaction with Big 4 closing in on record levels with Commonwealth Bank moving to the front.

Satisfaction with the Big 4 banks among business customers is very healthy at the moment, hitting a new peak among Medium sized businesses, reaching a five year high among Micro businesses, and maintaining record levels among Small businesses according to new figures available from [DBM Consultants](#) in its [Business Atlas survey](#).

With satisfaction for each of the Big 4 well up since the start of the pandemic, the Commonwealth Bank has now surged ahead of the others, being ranked 1st for satisfaction across the overall Australian business market with a rating of 7.5 out of 10.

“The Commonwealth Bank is ranked either first or joint first in all business segments” commented Kipling Zubevich, CEO of DBM. “Customers in different segments expect different things from their bank, so performing well across all segments is a real achievement – particularly in the current environment.”

With close to nine in ten Australian companies being classified as Micro businesses (turnover less than \$1m), their satisfaction levels heavily influence the market outlook as a whole. For the first time since February 2016, Micro business has given the Big 4 an average rating of 7.3. CBA (7.5) is ahead in this segment followed by Westpac (7.2), NAB (7.2) and ANZ (7.0).

“These Micro businesses have been some of the hardest hit during the pandemic” explained Mr Zubevich. “For many, such as those in hospitality or retail, it has been impossible to work from home, so in some ways they have relied on their banks more than anyone. It appears the big banks have stepped up to the plate for these customers.”

The Big 4 as a collective have an average rating of 7.3 among Small businesses (turnover between \$1m-\$5m), a record high level that has been maintained for 12 of the past 13 months. In this segment CBA (7.5), Westpac (7.3) and NAB (7.2) enjoy the highest levels of satisfaction.

Medium-sized businesses (turnover between \$5m-\$50m) now report a record high level of satisfaction with the majors of 7.8. Three of the banks - CBA (7.9), NAB (7.8) and ANZ (7.7) - are just 0.1 point short of their highest ever satisfaction level.

CBA (8.0) and NAB (8.0) lead the way among Large businesses (turnover of more than \$50m). With none of the Big 4 rated below 7.7 among these sophisticated customers, their combined overall rating of 7.9 is close to the record level of 8.0.

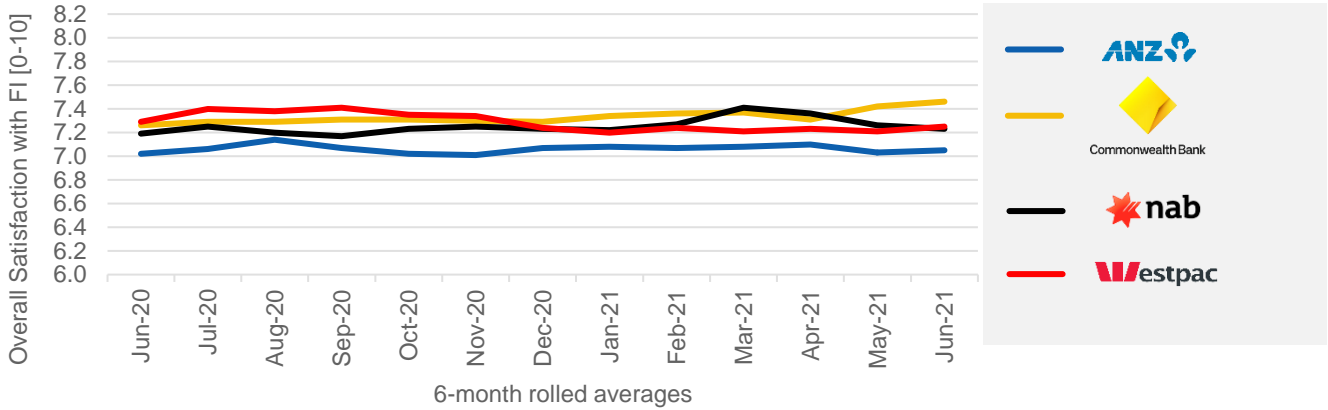


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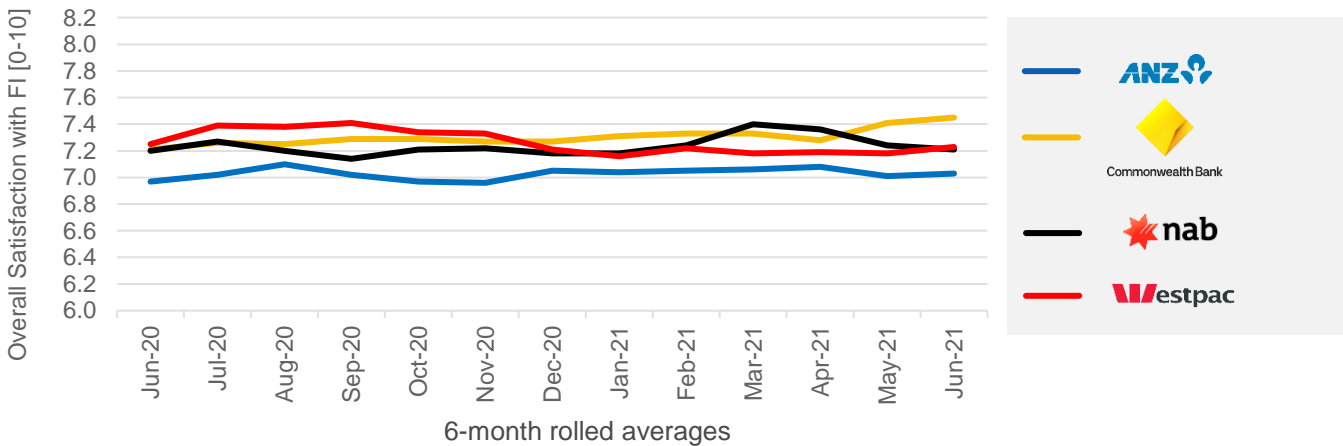
Whole of Market Australian Business Banking



Whole of Market results

	June 2021	May 2021 (1 month ago)	December 2020 (6 months ago)	June 2020 (12 months ago)
ANZ	7.1(2)	7.0	7.1	7.0
CBA	7.5(1)	7.4	7.3	7.3
NAB	7.2(2)	7.3	7.2	7.2
WBC	7.3(2)	7.2	7.2	7.3
Sample	n=6,985			

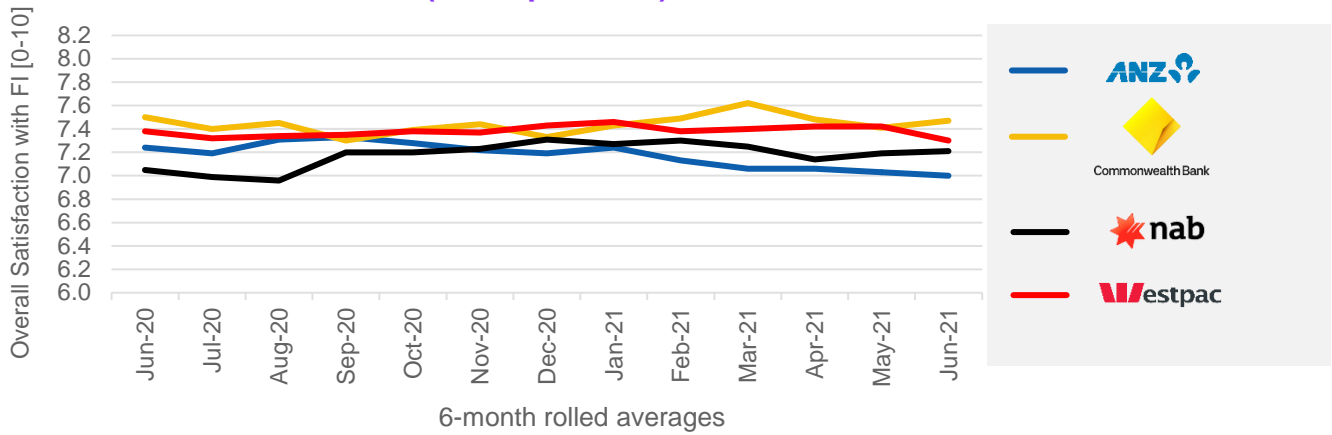
Micro (Up to \$1m)



Micro Business (turnover up to \$1m) satisfaction

	June 2021	May 2021 (1 month ago)	December 2020 (6 months ago)	June 2020 (12 months ago)
ANZ	7.0(2)	7.0	7.0	7.0
CBA	7.5(1)	7.4	7.3	7.2
NAB	7.2(2)	7.2	7.2	7.2
WBC	7.2(2)	7.2	7.2	7.3
Sample	n=3,480			

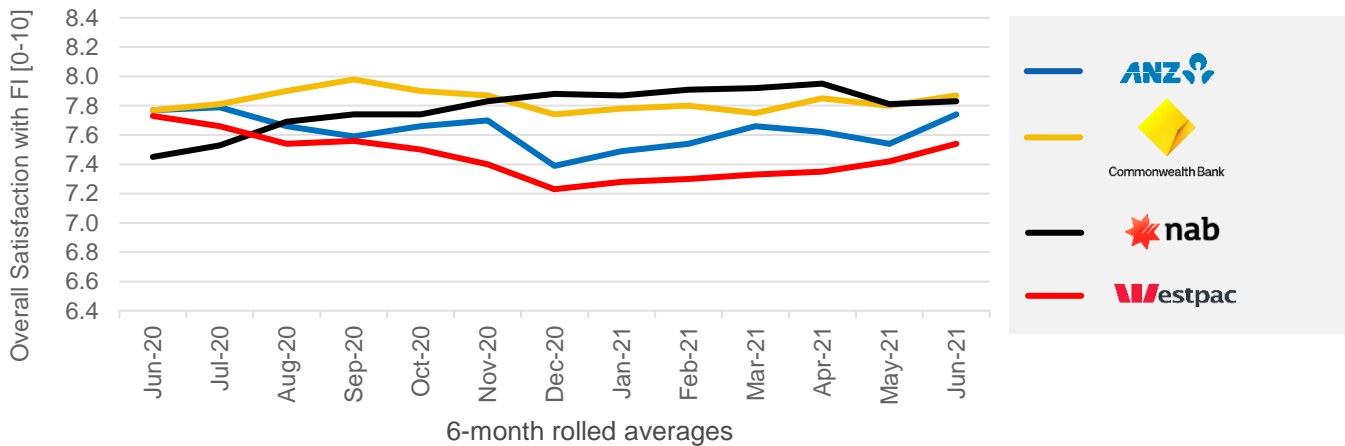
Small (\$1m up to \$5m)



Small Business (turnover \$1m up to \$5m) satisfaction

	June 2021	May 2021 (1 month ago)	December 2020 (6 months ago)	June 2020 (12 months ago)
ANZ	7.0(4)	7.0	7.2	7.2
CBA	7.5(1)	7.4	7.3	7.5
NAB	7.2(1)	7.2	7.3	7.0
WBC	7.3(1)	7.4	7.4	7.4
Sample	n=1,609			

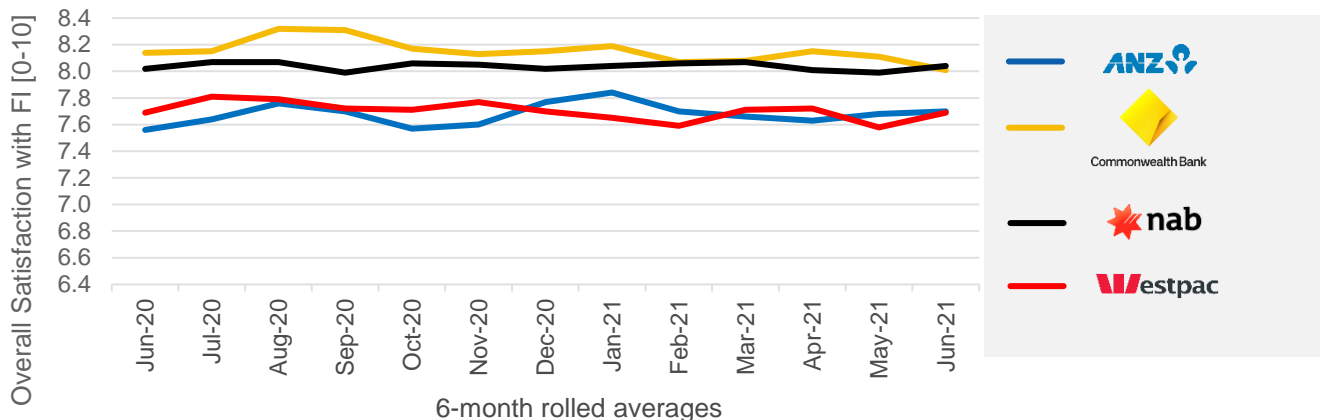
Medium (\$5m up to \$50m)



Medium Business (turnover \$5m up to \$50m) satisfaction

	June 2021	May 2021 (1 month ago)	December 2020 (6 months ago)	June 2020 (12 months ago)
ANZ	7.7(1)	7.5	7.4	7.8
CBA	7.9(1)	7.8	7.7	7.8
NAB	7.8(1)	7.8	7.9	7.5
WBC	7.5(4)	7.4	7.2	7.7
Sample	n=1,088			

Large (\$50m and above)



Large Business (turnover \$50m and above) satisfaction

	June 2021	May 2021 (1 month ago)	December 2020 (6 months ago)	June 2020 (12 months ago)
ANZ	7.7(3)	7.7	7.8	7.6
CBA	8.0(1)	8.1	8.1	8.1
NAB	8.0(1)	8.0	8.0	8.0
WBC	7.7(3)	7.6	7.7	7.7
Sample	n=808			

