



# CITIZENS BANK OF LAS CRUCES

Genuine Hometown Banking

*Mission Statement: To provide and deliver the best financial services the first time, every time.*

## Citizens Bank Customer Survey

We thank you in advance for completing this questionnaire. We value your input. This information will allow us to address the banking needs of our customers in an effort to meet our mission statement.

### Background Information

Name (optional) \_\_\_\_\_

Why did you choose Citizens Bank?

|                       |                                                     |
|-----------------------|-----------------------------------------------------|
| <input type="radio"/> | Billboards                                          |
| <input type="radio"/> | Location/Convenience                                |
| <input type="radio"/> | Newspaper                                           |
| <input type="radio"/> | Radio                                               |
| <input type="radio"/> | Website Ad                                          |
| <input type="radio"/> | Word of Mouth-Name of person who referred you _____ |
| <input type="radio"/> | Other _____                                         |

How long have you banked with us?

|                       |          |                       |         |
|-----------------------|----------|-----------------------|---------|
| <input type="radio"/> | 1-3 yrs  | <input type="radio"/> | 4-7 yrs |
| <input type="radio"/> | 8-11 yrs | <input type="radio"/> | 12+ yrs |

What is your age?

|                       |                          |                       |           |
|-----------------------|--------------------------|-----------------------|-----------|
| <input type="radio"/> | 18-24 yrs                | <input type="radio"/> | 25-35 yrs |
| <input type="radio"/> | 36-45 yrs                | <input type="radio"/> | 46-55 yrs |
| <input type="radio"/> | 56-65 yrs                | <input type="radio"/> | 66 + yrs  |
| <input type="radio"/> | I do not wish to provide |                       |           |

How long have you lived in Dona Ana County?

|                       |                           |                       |         |
|-----------------------|---------------------------|-----------------------|---------|
| <input type="radio"/> | 1-3 yrs                   | <input type="radio"/> | 4-7 yrs |
| <input type="radio"/> | 8-11 yrs                  | <input type="radio"/> | 12+yrs  |
| <input type="radio"/> | Native of Dona Ana County |                       |         |

Comments (Please describe good or bad experience): \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

# Facility

1. How often do you visit your locations?
- 1-3 times a week  
 3-5 times a week  
 5+ times a week  
 NA, I do my banking online
2. What location do you frequent most?
- Main Branch  
 Country Club Branch  
 University Branch  
 Roadrunner Branch  
 Picacho Branch  
 Truth or Consequences Branch  
 NA, I do my banking on-line
3. Was the locations appearance and cleanliness acceptable?
- Very Satisfied  
 Satisfied  
 Neither  
 Dissatisfied  
 Very Dissatisfied  
 NA, I do my banking on-line

Comments (Please describe good or bad experience): \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

# Staff

**Please rate your level of satisfaction with our staff in the following areas:**

- |                                  | Very Satisfied        | Satisfied             | Neither               | Dissatisfied          | Very Dissatisfied     |
|----------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1. Customer Service .....        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2. Product Knowledge .....       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3. Understanding of my needs ... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4. Overall Employee appearance.  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Comments (Please describe good or bad experience): \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

# Bank Values

Think of your most recent experience with Citizens Bank. How much do you agree with the following statements?

|                                                                                      | Strongly Agree        | Agree                 | Neither               | Disagree              | Strongly Disagree     |
|--------------------------------------------------------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1. Citizens Bank does what they claim to do.....                                     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2. Citizens Bank takes care of all my financial needs.....                           | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3. Citizens Bank makes it easy to access my account in person or electronically..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4. Citizens Bank's products are competitive with other financial institutions .....  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Comments (Please describe good or bad experience): \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

# Overall Satisfaction

|                                                                       | Very Satisfied                    | Satisfied                    | Neither                       | Dissatisfied                   | Very Dissatisfied                   |
|-----------------------------------------------------------------------|-----------------------------------|------------------------------|-------------------------------|--------------------------------|-------------------------------------|
| 1. What is your overall satisfaction with Citizens Bank.....          | <input type="radio"/>             | <input type="radio"/>        | <input type="radio"/>         | <input type="radio"/>          | <input type="radio"/>               |
| 2. How likely are you to recommend us to a friend or colleague? ..... | Very Likely <input type="radio"/> | Likely <input type="radio"/> | Neither <input type="radio"/> | Unlikely <input type="radio"/> | Very Unlikely <input type="radio"/> |

3. What can Citizens Bank do to better serve our customers? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Comments (Please describe good or bad experience): \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

# Other Information

Do you currently use Online Banking? \_\_\_\_\_

How do you feel that Online Banking can be improved?

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Are you also using Online Bill Pay? \_\_\_\_\_

In what ways can Online Bill Pay be better?

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|                                                                      | Very Likely           | Likely                | Neither               | Unlikely              | Very Unlikely         |
|----------------------------------------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| How likely would it be for you to utilize Mobile Phone Banking ..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Why or why not? \_\_\_\_\_

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**Submit**

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