

ANNOUNCING 2018 MOBILE BANKING AWARD WINNERS

Javelin's 2018 Mobile Banking Scorecard seeks to help financial institutions lay out a strategic road map that leads to deeper engagement and more lasting customer relationships. It provides a data-driven assessment of more than 200 mobile features at 28 top financial institutions. Individual features are weighted based on their strategic importance, tactical necessity, and industry and consumer trends. Each category is then weighted based on what consumers say are most important to their satisfaction with mobile banking: Money Movement (23%), Ease of Use (22%), Security Empowerment (21%), Financial Fitness (17%), Customer Service (11%), and Account Opening (6%). Significant new criteria were added this year to Customer Service—to include features such as co-browsing and mobile chat, Account Opening—to reflect a broader selection of available account types, and Money Movement—where person-to-person (P2P) criteria grew to reflect the impact of Zelle's formal introduction earlier this year.

Bank of America was named Best in Class Mobile Banking App for the second year in a row. Navy Federal Credit Union and USAA finished close behind and joined Bank of America as overall mobile banking leaders. Six other banks were also named leaders in one or more categories. These institutions included: Ally Bank, BB&T, BBVA Compass, SunTrust, U.S. Bank, and Wells Fargo.

2018 MOBILE BANKING AWARD
BEST IN CLASS
BANK OF AMERICA



The Scorecard Evaluates 200 Features Within Six Categories:

- **Money Movement:** Seamless and secure payments, deposits, and transfers
- **Ease of Use:** Create an intuitive, mobile-first experience
- **Security Empowerment:** Build a sense of confidence and control in the mobile channel
- **Financial Fitness:** Empower customers with personal insight, advice, and tools
- **Customer Service:** Provide immediate in-app support and connections to key resources
- **Account Opening:** Enable customers to add new products in minutes

2018 MOBILE BANKING SCORECARD CATEGORY LEADERS



MONEY MOVEMENT

Weighting: 23%

Seamless and secure payments, deposits, and transfers

Leaders	Bank of America Navy Federal Wells Fargo
Contenders	Ally Bank of the West BB&T BBVA Compass Chase Citizens Fifth Third KeyBank PNC SunTrust USAA
Followers	Capital One Citi Comerica Huntington M&T Bank Regions Santander Bank TD Bank U.S. Bank Union Bank Zions Bank
Laggards	BMO Harris Discover HSBC



EASE OF USE

Weighting: 22%

Create an intuitive, mobile-first experience

Leaders	BBVA Compass Navy Federal USAA
Contenders	Ally Bank of America Bank of the West BB&T Citi Huntington SunTrust U.S. Bank Union Bank Wells Fargo Zions Bank
Followers	BMO Harris Capital One Chase Comerica Discover Fifth Third KeyBank M&T Bank PNC Regions Santander Bank
Laggards	Citizens HSBC TD Bank



SECURITY EMPOWERMENT

Weighting: 21%

Build a sense of confidence and control in the mobile channel

Leaders	Ally Bank of America Navy Federal
Contenders	Bank of the West BB&T BBVA Compass Citi Huntington Santander Bank SunTrust U.S. Bank Union Bank USAA Wells Fargo
Followers	BMO Harris Capital One Chase Citizens Comerica Discover Fifth Third HSBC M&T Bank Regions TD Bank
Laggards	KeyBank PNC Zions Bank

* FIs are listed alphabetically within categories.

2018 MOBILE BANKING SCORECARD CATEGORY LEADERS



FINANCIAL FITNESS

Weighting: 17%

Empower customers with personal insight, advice, and tools

Leaders
Bank of America
BB&T
USAA

Contenders
BBVA Compass
Chase
Citi
Comerica
Discover
M&T Bank
Navy Federal
Santander Bank
U.S. Bank
Union Bank
Wells Fargo

Followers
Ally
BMO Harris
Capital One
Citizens
Fifth Third
Huntington
KeyBank
PNC
Regions
SunTrust
TD Bank

Laggards
Bank of the West
HSBC
Zions Bank



CUSTOMER SERVICE

Weighting: 11%

Provide immediate in-app support and connections to key resources

Leaders
Bank of America
BBVA
Navy Federal

Contenders
Ally
BB&T
Chase
Citi
Discover
Fifth Third
Santander Bank
TD Bank
U.S. Bank
USAA
Wells Fargo

Followers
Bank of the West
BMO Harris
Capital One
Citizens
HSBC
Huntington
KeyBank
PNC
Regions
SunTrust
Union Bank

Laggards
Comerica
M&T Bank
Zions Bank



ACCOUNT OPENING

Weighting: 6%

Enable customers to add new products in minutes

Leaders
Bank of America
SunTrust
U.S. Bank

Contenders
Ally
BBVA
Chase
HSBC
Huntington
KeyBank
Navy Federal
PNC
USAA
Wells Fargo
Zions Bank

Followers
Bank of the West
BB&T
Capital One
Citi
Citizens
Comerica
Fifth Third
Regions
Santander Bank
TD Bank
Union Bank

Laggards
BMO Harris
Discover
M&T Bank

* FIs are listed alphabetically within categories.

Methodology

Javelin's 2018 Mobile Banking Scorecard measures the availability of more than 200 criteria at 28 of the nation's largest retail FIs, as measured by total deposits. Javelin analysts weight individual features based on their strategic value, tactical necessity, and industry and consumer trends, pointing FIs toward strategic opportunities and user experience innovation. The overall score is a composite of six categories weighted by consumer responses about what is most important to their satisfaction with mobile banking: Money Movement (23%), Ease of Use (22%), Security Empowerment (21%), and Financial Fitness (17% each), Customer Service (11%), and Account Opening (6%). Data was collected from April to June 2018. Each financial institution was invited to validate the results.

Consumer data in this report is based on information gathered in Javelin surveys administered in 2018 and 2017. Data was gathered and weighted to reflect a representative sample of the adult U.S. population.

Financial Institutions evaluated:

- Ally
- Bank of America
- Bank of the West
- BB&T
- BBVA Compass
- BMO Harris
- Capital One
- Chase
- Citi
- Citizens
- Comerica
- Discover
- Fifth Third
- HSBC
- Huntington
- Key Bank
- M&T
- Navy Federal
- PNC
- Regions
- Santander
- SunTrust
- TD Bank
- U.S. Bank
- Union
- USAA
- Wells Fargo
- Zions

About Javelin Strategy & Research's Award Programs

In conducting its market research, Javelin finds that certain providers rise to the top. Javelin's awards recognize these leaders for their exceptional quality of product or client experience, ability to meet customer demand, or overall excellence. The Mobile Banking Award is one of many offered by Javelin. Javelin's other scorecard awards include Online Banking Awards, Mobile Banking Vendor Awards, Identity Proofing Platform Awards, Trust in Banking Awards, Account Safety in Banking Awards, Identity Protection Awards and Mobile P2P App Awards. To learn more, visit

www.javelinstrategy.com/content/javelins-awards.