

Databank Customer Survey

Dear Valued Customer,

Please take a moment to answer the following questions. The information you provide will be used to help us improve our product and service offerings to you. Thank you in advance.

Your Databank Team

Name: _____ **Phone number:** _____ **Email:** _____
Age: _____ **Gender:** _____ **Region:** _____ **Town:** _____
Level of education: _____ **Annual income:** _____ **Occupation:** _____

1. How long have you been a Databank customer?

2. Which Databank product(s) do you own? *(Please check all that apply)*

Epacck Mfund Bfund Arkfund Edlfund Treasury bills Shares

3. What is your primary reason for investing:

4. How often do you top up your investments:

5. Do you have an emergency fund (i.e., 6 months of income)?

6. When withdrawing funds, which would be your preferred option for receiving your funds?

7. Which Databank service(s) do you use? *(Please check all that apply)*

Direct Debit ATM Card Premium Service Databank Notification Alert (DNA)
Deduction at source

8. Which term best describes Databank to you:

9. How often do you visit Databank's Facebook page:

10. How often do you visit Databank's website:

11. What is your main reason for visiting Databank's website:

12. Which of the following forms of Databank advertising or marketing have you seen/heard? *(Check all that apply)*

Newspaper ads Online ads (ghanaweb.com, tonaton.com) Radio ad Billboards Banners

13. Which Databank branch do you visit regularly?

14. Are you satisfied with the service you received:

15. How likely would you be to recommend Databank to a friend or business associate?

16. What are we doing that you like?

17. Is there anything that we're not currently providing that you need?

18. Where would you like to see the next Databank branch?