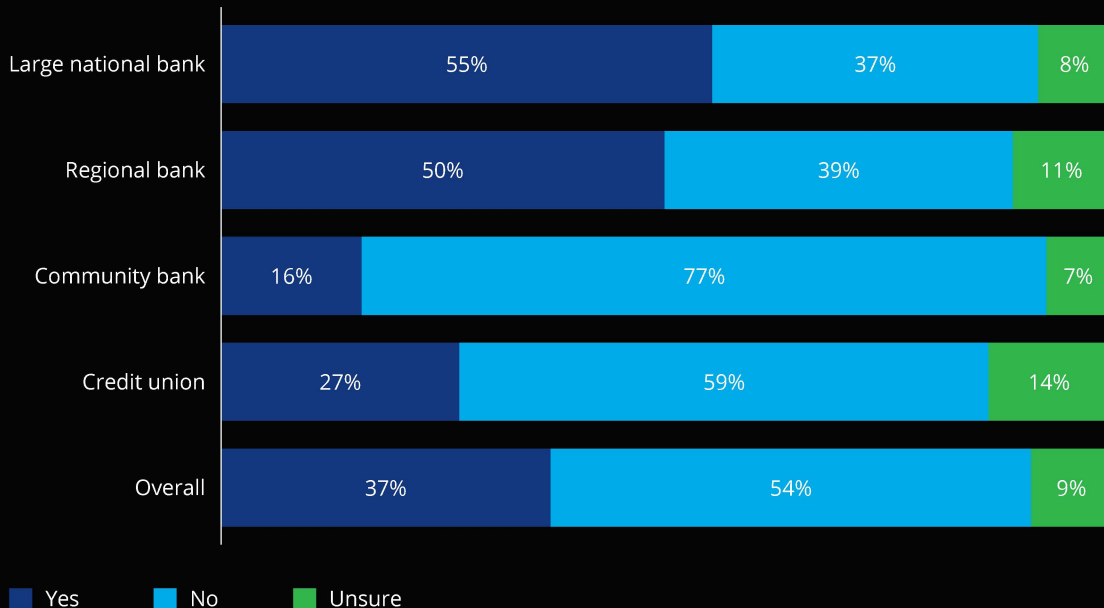


Figure 3: US banks, by type, with defined customer experience programs



Source: DBR Research® February 2017 The Financial Brand