# BANKING SECTOR

**2023" Study of the e-reputation and online visibility of 10 companies in Belgium and Netherlands**

# Agenda

# Study
# Presentation

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# Methodology

This study compares and analyses the Google Business Profiles of 10 companies in the banking sector in the BENE region (Belgium and the Netherlands). It aims to analyse their online visibility and e-reputation.

Thanks to our expertise, we can offer you in-depth analysis based on an API extraction of the data from the Google, compare businesses across the sector, and discover new trends.

We collect our data through an API extraction tool by brand name. Then we receive a file containing all the listings we clean to get the most accurate statistics. We analyse the visibility part with the data filled in by the companies if they are correct. We also analyse their e-reputation thanks to the reviews and ratings given by customers.

The data is presented with figures illustrated by graphics. The study highlights two aspects of the data. Allowing us to understand where the company stands among its competitors and the trend compared to our clients in the same sector in the same country.

Finally, we offer this study with tips and tricks to improve your visibility and e-reputation. Thanks to concrete examples adapted to the banking sector, you will be able to identify areas of improvement and staying ahead of the competition.

All the data you see in this study is from March 2023.

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# Introduction

In today's digital age, online visibility and e-reputation have become critical factors in shaping the success of businesses, including banks. Banks have recognised the importance of online visibility and e-reputation and have invested significant resources in developing their online presence. With the rise of digital banking and the increasing use of mobile devices for financial transactions, it has become essential for banks to establish a strong online presence to remain competitive in the market. The online reputation of banks can significantly impact customer loyalty and brand image, making it crucial for banks to pay close attention to their online strategy and e-reputation.

For each brand, we studied:
–   Their review management
–   Their Local SEO optimisation
And finally finish with a case study of our client: ING Netherlands.

## 10 companies studied

## 1722 POIs

## 19.5k reviews analysed

## 3,4 Average rating

## 11 Average reviews per POI

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## 10 Banks Analysed  (1 722 POIs)

Rabobank

BNP PARIBAS
FORTIS

Belfius

Deutsche Bank

ING

KBC

SNS

ARGENTA

beobank

FINTRO

Brands Studied

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# Review
## Management

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# The importance of managing your e-reputation

**Google**

E-reputation is one of the **3 criteria for local referencing** on Google

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**Olivier C.**
⭐☆☆☆☆

Terrible reception, technical interference and blatant neglect, without exaggerating, we simply have the feeling of wasting their time. I spent 2 days in a row without any results..

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**Anaïs L.**
⭐⭐⭐⭐⭐

Frankly at the top of the top Florian my adviser was the best in the advice of financing my mortgage I had a great rate! I 100% recommend this bank.

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**70%** of Internet users read reviews of businesses they intend to visit in the future.

This trend is even more evident among 18-24 years old. More than 25% of whom systematically study an establishment's reviews before deciding to go there.

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# Google Review Barometer

At Partoo, we publish an annual barometer on the impact of reviews with data collected from our clients based across the world. The aim? To identify the main trends in e-reputation.

This year, we analysed :

## 72 504 businesses
## 2 959 059 reviews

Here are the most essential points:

**+4%** of Google reviews in 2022 compared to the previous year

**4,11/5** The average score per businesses increased from 3.4/5 in 2016 to 4.11/5

**+59%** response rate in 2022 versus 48% in 2021

**4,56/5** average score for reviews mentioning the word "price"
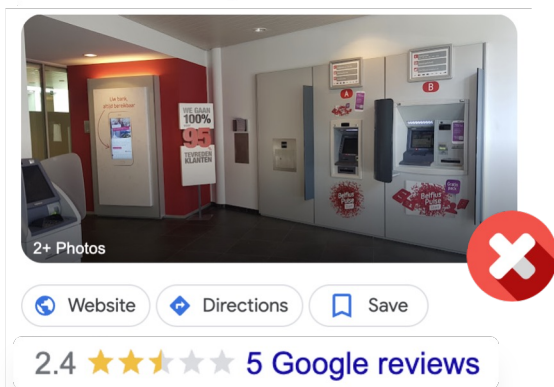
**To read the full study, click here**

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# Average rating per branch

Average ratings allow users to make a first selection among the agencies that correspond to their needs. The higher your average rating, the more likely you are to be chosen by the Internet users.
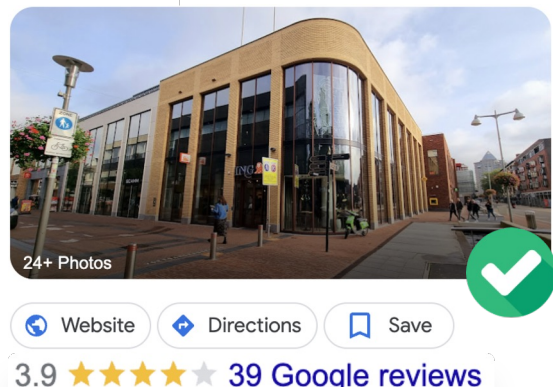
## The average score per branch is 3.4/5



| Bank | Rating |
|------|--------|
| Fintro | 4.3 |
| Beobank | 4.1 |
| Argenta | 4.0 |
| SNS Bank | 4 |
| KBC | 3.7 |
| Average | 3.4 |
| Deutsche Bank | 3.2 |
| BNP Paribas Fortis | 2.9 |
| ING Belgium | 2.9 |
| Belfius | 2.9 |

### Belfius - Diepenbeek



2+ Photos

Website · Directions · Save

2.4 ★★☆☆☆ 5 Google reviews

### ING Bank Netherlands



24+ Photos

Website · Directions · Save
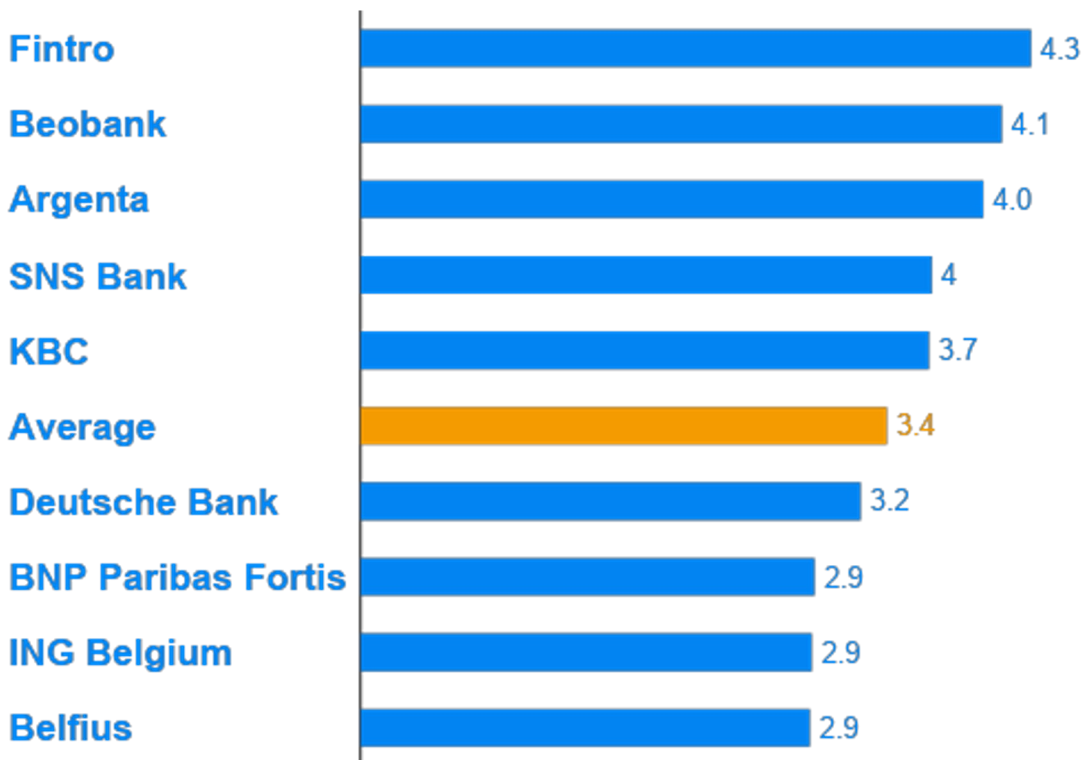
3.9 ★★★★☆ 39 Google reviews

# Distribution of average rating by brand

Overall, almost all brands have agencies with an average rating above 3/5.



Legend:
- ■ Less than 3 stars
- ■ From 3 to 4 stars
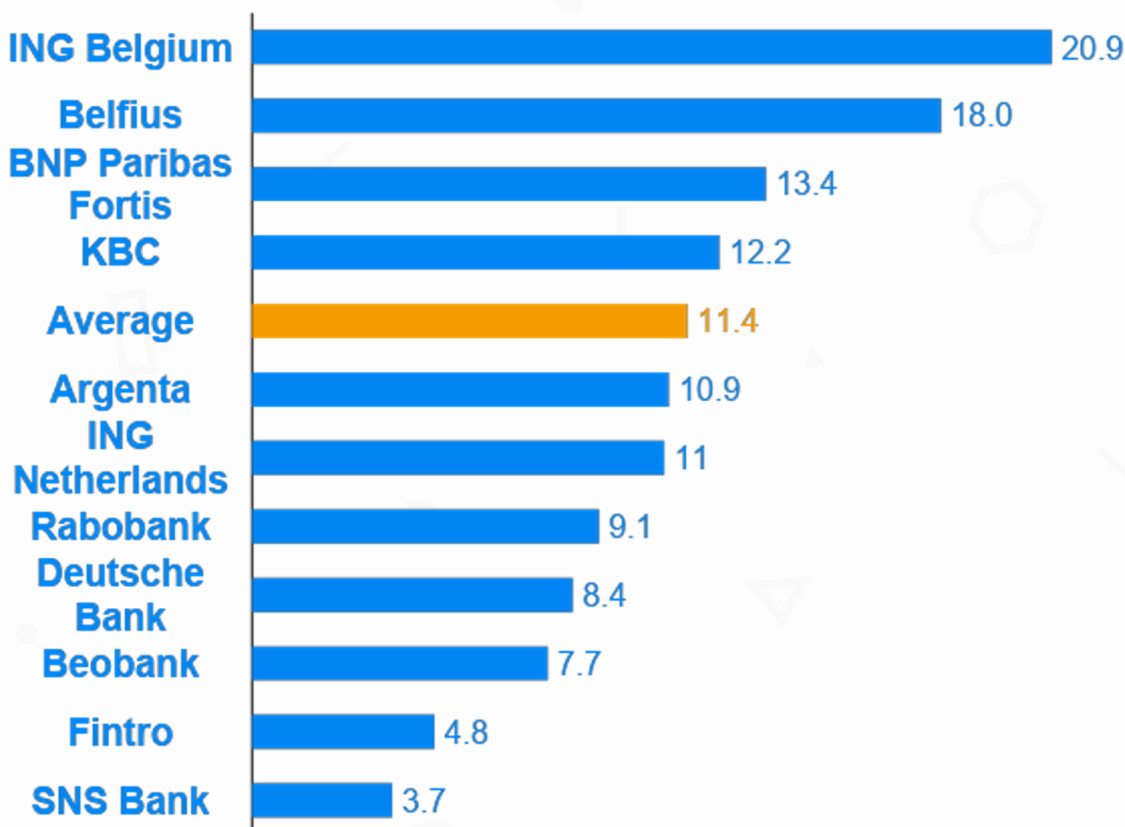- ■ From 4 to 4,5 stars
- ■ From 4,5 to 5 stars
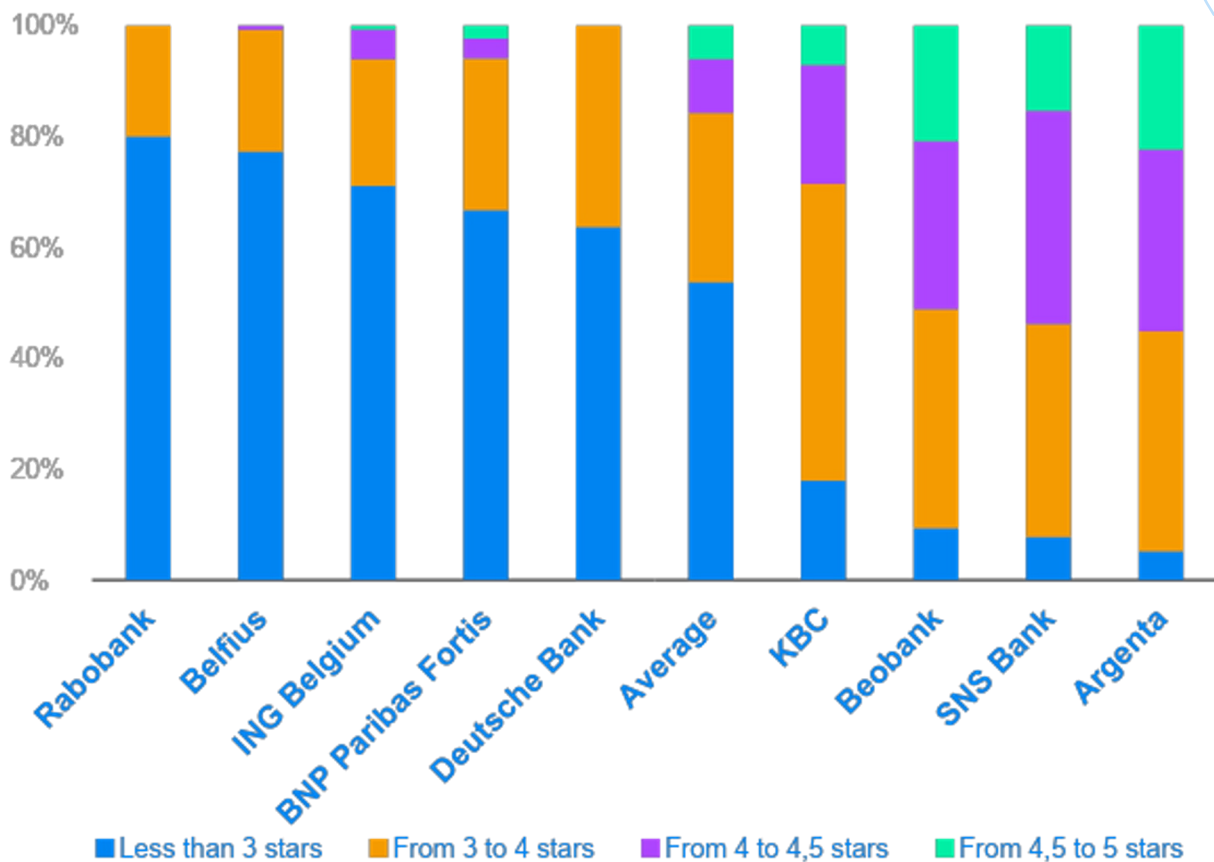
An establishment rating that is too low may discourage some Internet users who will prefer better-rated establishments to be sure of having the best possible service.

**65%** of people say that a rating below 3.5/5 is unacceptable.

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# Number of reviews per agency

In addition to the rating, the number of reviews has a real impact on the referencing of an establishment. There is no minimum number of reviews to have on your page: you must have more than your competitors.

**On average, the agencies in the panel have reviews** **11**

| Agency | Reviews |
|---|---|
| ING Belgium | 20.9 |
| Belfius | 18.0 |
| BNP Paribas Fortis | 13.4 |
| KBC | 12.2 |
| Average | 11.4 |
| Argenta | 10.9 |
| ING Netherlands | 11 |
| Rabobank | 9.1 |
| Deutsche Bank | 8.4 |
| Beobank | 7.7 |
| Fintro | 4.8 |
| SNS Bank | 3.7 |

Beyond referencing, Internet users massively read reviews before going to an agency.

# 24%
of people who read reviews read recent reviews first*.

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# Manage your Reviews

**83 %** **of responses to reviews \***

A high response rate increases satisfaction and customer experience and differentiates you from your competitors. Here are the response rates to detailed reviews from some of our clients in the banking sector.

| | | | |
|---|---|---|---|
| **1st** | SOCIETE GENERALE | **76,5**% | |
| **2nd** | BNP PARIBAS | **70,5**% | |
| **3rd** | LCL BANQUE ET ASSURANCE | **70,4**% | |
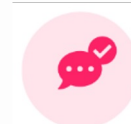
**5,21 days** **is the average response time to customer reviews\*.**

The average time it takes for a customer to get a response to their feedback will vary between our different customers

On average, a customer will wait :

| | |
|---|---|
| **3,25 days** | SOCIETE GENERALE |
| **6,21 days** | LCL BANQUE ET ASSURANCE |
| **8,85 days** | BNP PARIBAS |

*Data from our annual barometer of customer reviews in the banking and insurance sector

# How to collect new customer reviews?

To easily collect new positive reviews, we advise you to send SMS to your satisfied customers or to place QR codes at the checkout.



## Why the QR code?

Our world is evolving, becoming more digital across all ages, we must adapt. QR codes esdily connect to the page, and can be neatly presented in your location.

## Why SMS?

If you have the phone numbers of your customers, SMS is one of the most powerful tools for collecting reviews.

The main advantages are

- High open rate (94%)
- High conversion rate:
- 50% conversion rate following a request by SMS

Hi M. Debryune,

Thanks for visiting our ING agency.
To improve our service, your review is essential.

https://pto.sh/u/WXYZA

Thanks and see you soon!

## TIPS!

Need help collecting customer reviews? Our Review Management solution can help you with that. Click here to find out more!

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# Local SEO
## Optimisation

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# Local Ranking Factors

Below is a graph showing the elements on which local SEO is based, detailed by category.

## Local SEO factors

**The rating of the listings is the most important conversion factor**

- Google reviews ratings
- Content of the reviews
- Number of reviews on the GMB listing
- Proximity of the establishment
- Google Messages activated
- timetables filled in and updated
- Completion of GMB listing
- Booking from the activated GMB listing
- Google Post Frequency

**Legend:**
- Related to the reviews
- Presence
- Advanced GMB settings
- Proximity

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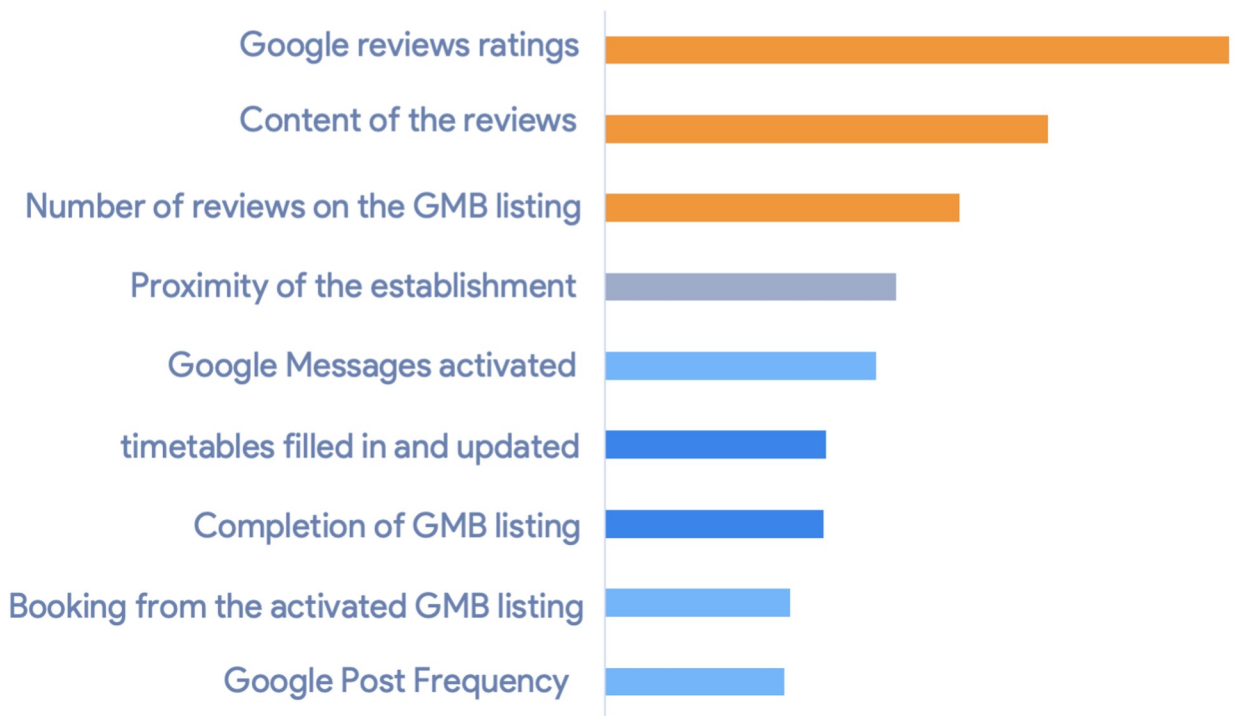
# Let's compare two Google agency listings

- On the Argenta agency profile, several pieces of **information are missing**: the opening hours, the telephone number and the website. The lack of this information reduces the ranking of this agency in local searches: it has a very low chance of appearing on the Local Pack (first 3 search results).

- On the establishment's page ING Netherlands, the **listing is complete**:

- the **opening hours** have been completed and confirmed by the company
- **67** customer reviews
- The right **name**
- **contact information**
- **Website information**

# Direction requests

## 4 889

**This is the average number of** <mark>requests for directions</mark> **to clients branches.**

Over the last 12 months the KPIs of our Presence Management have been calculated respectively for our clients' agency:

**2022**

**2 255** requests/branch    **ING** 🦁

**ING** 🦁    **1 120** requests/branch    **2021**

From your Google agency listing, a web user has 3 possible channels to contact you:

- Via your website with a direct appointment link
- By telephone
- Via a directionsrequest on Google Maps to go directly to the agency

## TIPS !

From our Partoo Dashboard you can access many statistics about your network and your locations. Of course, we track and analyse the KPIs present in this study.

*Data from our client database

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# Website link included in the listing

## 99.13%

**Is the average of listings with website links included in our clients listings**

**2022**

↑ **671** website/branch

ING 🦁

ING 🦁 ↑ **403** website/branch

**2021**

### Argenta, Argenta Spaarbank
4.9 ★★★★★ (10) ⓘ
Bank

Overview | Reviews | About

Directions | Save | Nearby | Send to phone | Share

📍 Bondgenotenlaan 10, 3400 Landen, Belgium
🕐 Closes soon · 6:30 PM · Opens 9:30 AM Fri
📞 +32 11 88 58 58
Q32J+3C Landen, Belgium ❌

### ABN AMRO Bank
4.8 ★★★★★ (4) ⓘ
Bank

Overview | Reviews

Directions | Save | Nearby | Send to | Share

🌐 **abnamro.be** ✅

🌐 abnamro.be
📞 +32 3 222 02 11

## 86%
**of people who visit your site need to know what you are selling.**

## TIPS ! 💡

Your Google listing is essential, because before visiting your site, users search for reliable information.
Your Google listing should be as detailed as possible to reassure the user, and then they go to the website.

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# Views & display

## 235 464

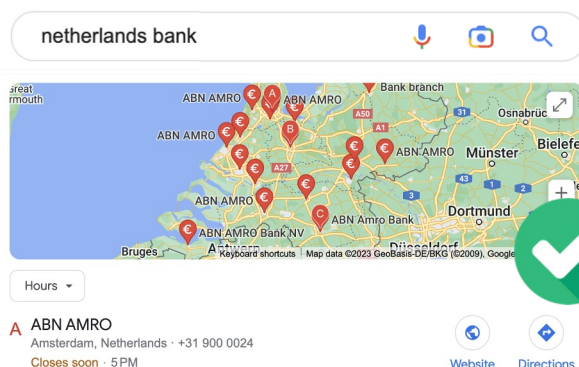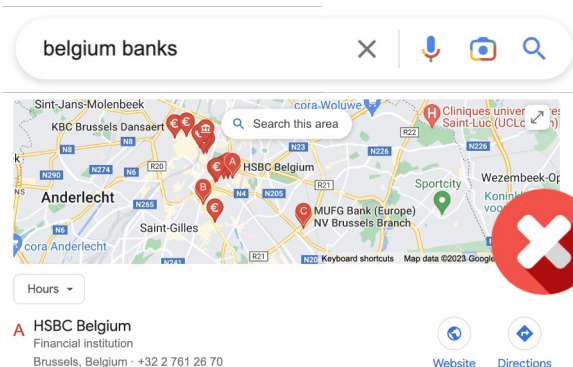Average number of views from our clients in this industry

**2022**

▲ **314 883** views/branch

ING 🦁

**2021**

ING 🦁

**172 626** views/agency

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belgium banks ✕ 🎤 📷 🔍

Anderlecht — HSBC Belgium, Sint-Jans-Molenbeek, KBC Brussels Dansaert, Cliniques univer-Saint-Luc (UCL... ), Sportcity, MUFG Bank (Europe) NV Brussels Branch

Hours ▾    Map data ©2023 Google

**A** HSBC Belgium
Financial institution
Brussels, Belgium · +32 2 761 26 70

Website    Directions

❌

netherlands bank 🎤 📷 🔍

ABN AMRO map — Münster, Bielefeld, Dortmund, Düsseldorf, Osnabrück, Bruges, Antwerp

Hours ▾    Map data ©2023 GeoBasis-DE/BKG (©2009), Google

**A** ABN AMRO
Amsterdam, Netherlands · +31 900 0024
Closes soon · 5PM

Website    Directions

✅

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## 65% of Google searches do not generate any click. Users make their choice relying on the information that the Google results page shows.

**TIPS!** 💡

Our platform allows the business to centralise and manage all it's services from a single interface. You can choose to make individual changes or changes in bulk for all of the points of sale of your network.

# More improvement of your E-reputation & Local SEO

Other important things to analyse for your E-reputation & Local SEO :

- Validation of the Google Business Profile listings

- Have complete and optimised information

- Make the most of the features available on Google Business Profile

- Presence Management

## The 3 pillars of Google to determine online visibility

**Relevance**

**Distance**

**Prominence**

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# Case Study

ING | partoo

ING Netherlands has trusted us since 2020 to manage its Presence Management and Google reviews of the 54+ POIs in its network.

## The initial objectives

1. Optimise the positioning of the network's agencies on Google results pages
2. Need for support in setting up the project
3. Improve response rate to network reviews

The results achieved between 2021 and 2022

**+45%**   visibility in search results

**+200%**   of the agencies' Google listings
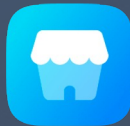
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# About Partoo

## Get Found

### Presence Management
Optimise your local SEO easily

Manage all the online information of your points of sale

Broadcast updated data on the platforms of your choice

Update your information in just a few clicks

### Store Locator
Improve your businesses' SEO

Your customers will find your stores in just a few clicks

Boost your web-to-store strategy

## Get Chosen

### Review Management
All your customer reviews in one place

Centralise your Google, Facebook and TripAdvisor reviews

Reply to your customers in just a few click

Encourage your customers to leave more positive reviews

### Messages
All your messages in one place

Centralise your Google, Facebook and Instagram messages

Reply to your customers in just a few clicks

Manage all replies from the HQ or delegate to local teams

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# Let's keep in touch!

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