

4. Selain itu dalam rangka percepatan penyelesaian permintaan/pengaduan, Bank Mandiri juga melakukan kajian dan *challenge* SLA atas komitmen penyelesaian permintaan/pengaduan nasabah.

#### Survei Kepuasan Pelanggan [OJK F.30]

Untuk memahami seberapa puas nasabah terhadap produk dan pelayanan yang diberikan oleh Bank Mandiri, serta untuk mengukur dan mengetahui produk dan layanan yang dibutuhkan oleh nasabah, setiap tahun Bank Mandiri menyelenggarakan survei kepuasan pelanggan bekerjasama dengan pihak eksternal. Di tahun 2021 Bank Mandiri bekerjasama dengan PT Neurosensus Technology International melaksanakan *Customer Satisfaction Survey* terhadap *contact point* layanan cabang dan *electronic banking* (e-banking). Melalui survei tersebut diperoleh 2 (dua) nilai yaitu *Customer Satisfaction Score* (CSAT) dan *Net Promoter Score* (NPS). Metode survei yang digunakan adalah *Computer-Assisted Telephone Interviewing* (CATI), *Focus Group Discussion* (FGD), dan *In Depth Interview* (IDI). Selain itu, Bank Mandiri juga melakukan survei kesesuaian standar layanan cabang dengan *metode mystery shopping* untuk memastikan agar kualitas pelayanan kepada nasabah selalu prima. Melalui survei tersebut diperoleh 3 (tiga) nilai yaitu *Service Excellence Survey* (SES), *Customer Satisfaction Score* (CSAT) dan *Net Promoter Score* (NPS).

Adapun hasil dari survei tersebut menunjukkan bahwa secara overall penilaian CSAT dan NPS Bank Mandiri di tahun 2021 lebih tinggi dibandingkan dengan angka industri perbankan seperti yang dapat dilihat pada tabel berikut:

4. In addition, Bank Mandiri also conducts SLA assessments and challenges on commitments to resolve customer requests/complaints to speed up the resolution of requests/complaints.

#### Customer Satisfaction Survey [OJK F.30]

To find out the level of customer satisfaction with the products and services provided by Bank Mandiri, as well as to measure and determine the products and services needed by customers, Bank Mandiri annually conducts customer satisfaction surveys in collaboration with external parties. In 2021, Bank Mandiri in collaboration with PT Neurosensus Technology International conducted a Customer Satisfaction Survey on contact points for branch services and electronic banking (e-banking). The survey obtained 2 (two) scores, namely the Customer Satisfaction Score (CSAT) and the Net Promoter Score (NPS). The survey methods used were Computer-Assisted Telephone Interviewing (CATI), Focus Group Discussion (FGD), and In Depth Interview (IDI). In addition, Bank Mandiri also conducted a survey of the conformity of branch service standards using the mystery shopping research methodology to ensure excellent quality of customer service. The survey obtained 3 (three) scores, namely Service Excellence Survey (SES), Customer Satisfaction Score (CSAT) and Net Promoter Score (NPS).

The results of the survey indicated that Bank Mandiri's overall CSAT and NPS assessments in 2021 were higher than the banking industry figures as can be seen in the following table:

#### Hasil Customer Satisfaction Survey Contact Point Layanan Cabang dan e-Banking

Customer Satisfaction Survey on branch contact points and e-banking

Titik Kontak	SES		CSAT		NPS		Contact Point
	Bank Mandiri	Industri Industry	Bank Mandiri	Industri Industry	Bank Mandiri	Industri Industry	
Layanan Cabang	94,79	93,28	89,00	88,91	63	63	Branch Services
e-Banking	-	-	88,14	87,95	74	69	e-Banking
Overall	94,79	93,28	88,31	88,14	72	68	Overall

#### Hasil Customer Satisfaction Survey Produk Retail dan Wholesale

Customer Satisfaction Survey on Retail and Wholesale Products

Titik Kontak	SES		CSAT		Contact Point
	Bank Mandiri	Industri Industry	Bank Mandiri	Industri Industry	
Produk Retail	83	82	37	33	Retail Products
Produk Wholesale	80	79	3	1	Wholesale Products