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Avanza wins award for Sweden's most satisfied customers in the savings category for the sixth time

For the sixth year in a row Avanza has won the award for "Sweden's Most Satisfied Customers" in the savings category in the annual survey conducted by the Swedish Quality Index (SKI).

"This year we have continued to lower prices while developing both the user experience and product range with over a thousand customer-driven improvements. We are extremely proud to once again be able to meet our customers' high expectations and promises to continue to evolve with them," said Martin Tivéus, CEO Avanza.

SKI measures and analyses a large number of aspects concerning customer satisfaction and loyalty to banks. The study is performed using a statistical model, which enables analysis of the underlying causes of customers' opinions, such as how loyal customers are to their companies. Image, expectations, product quality, service quality and value for money are measured to provide context. As last year the survey shows that the customers' scores Avanza higher in all areas and at the same time are much more loyal.

"Having Sweden's most satisfied customers for savings is our most important internal goal and this shows that the customers appreciate our focus. For me, this year's result is a proof that we have been able to manage this year's fabulous growth without compromising on service and quality," Tivéus continued.

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Avanza is an Internet bank founded in 1999. The Parent Company, Avanza Bank Holding AB (publ), is listed on the Stockholm Stock Exchange. Avanza's mission is that as a customer you will have more money in your pocket than if you banked with other banks or institutions. The services include, amongst other things, saving in shares, funds, savings accounts and a strong pension offering. Avanza has more than 450,000 customers and more than SEK 190 billion in savings capital. This is equivalent to 2.7 percent of the Swedish savings market. Avanza is the largest in terms of the number of transactions of Swedish banks on the Stockholm Stock Exchange. During the last six years Avanza has won SKI's (Swedish Quality Index) award, "Year's Most Satisfied Savings Customers". For more information visit: avanza.com