

Rivel Banking Excellence Awards

Texas Top Customer Service Reputation

Banks with the strongest improvement in perception of Strong Customer Service among prospects (non-customers) between Q1 2022 and Q1 2023. Based upon 25,556 objective interviews with Texas households, part of Rivel's Banking Research service.

SMALL BANKS

- Austin Capital Bank
- Capital Bank
- Cypress Bank
- Lone Star Capital Bank
- North Dallas Bank & Trust Co.
- PointBank
- R Bank
- Southwestern National Bank
- Texas Community Bank
- Texas National Bank of Jacksonville

MEDIUM BANKS

- ANB (Amarillo National Bank)
- Commercial Bank of Texas
- CommunityBank of Texas
- FirstCapital Bank of Texas
- Rio Bank
- SouthStar Bank
- Texas Regional Bank
- Vantage Bank Texas
- Veritex Community Bank
- Vista Bank

LARGE BANKS

- Amegy Bank of Texas
- Cadence Bank
- First Financial Bank
- First National Bank Texas
- Frost Bank
- PlainsCapital Bank
- PNC Bank
- Prosperity Bank
- Southside Bank
- Truist Bank

Rivel uses a data-driven approach to give banks and credit unions a deeper understanding of their customer key-decision drivers. Rivel Banking Research conducts 280,000 interviews annually to clarify consumers' experiences and pain points with financial institutions, measuring over 90 perception metrics. With the capability to target that information down to the zip code, Rivel helps financial institutions determine vulnerabilities and opportunities within their territories, empowering them with data that helps them better understand their customers' needs and efficiently develop strategies for new business growth.



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For similar marketing data on any bank in Texas, contact mrandi@rivel.com.