

2017 Ipsos Best Banking Awards

The results are in for the 2017 Ipsos Best Banking Awards and Canadian credit unions are first again! Canadians have ranked credit unions first in overall Customer Service Excellence and Branch Service Excellence for the 13th consecutive year among all financial institutions. Credit unions were also awarded sole honours for Values My Business for the 10th consecutive year.

In total, Canada's credit unions have received eight awards in the following categories:

1. **First** for **Customer Service Excellence** (13th consecutive year);
2. **First** for **Branch Service Excellence** (13th consecutive year);
3. **First** for **Values My Business** (10th consecutive year);
4. **Winner** (tied) for **Live Agent Telephone Banking Excellence** (fifth year)
5. **Winner** (tied) for **Mobile Banking Excellence** (third time, second consecutive year);
6. **Winner** (tied) for **Financial Planning and Advice** (10th consecutive year);
7. **Winner** (tied) for **Online Banking Excellence** (third consecutive year);
and
8. **Winner** (tied) for **Automated Telephone Banking Excellence**; (fifth consecutive year [note: prior to 2013 there was a single Award for total Telephone Banking, which the credit union system shared each year from 2008 to 2012]).