



Global Expertise - Regional Focus

www.arabadvisors.com

Amman
Tel. 962 6 568 1608
Fax. 962 6 568 1530
PO Box 2374, Amman 11821
Jordan

Jordan Retail Banking Market Survey

Analyst: Hiba Al Atiyat

December 2017

This report has been delivered to *Client* as part of the subscription to the Arab Advisors Group Strategic Research Service to be used exclusively by its employees

- **Copyright notice:** Copyright 2017 by Arab Advisors Group. All rights reserved. Arab Advisors Group owns all copyrights and proprietary rights of this report. Any and all material contained in this report are not to be reproduced or distributed in whole or in part without the prior expressed and written permission of Arab Advisors Group. Any unauthorized use, disclosure, copying, selling, distribution or in any way transfer of any direct or indirect information from this report and commentary will be prosecuted. Removing, erasing or hiding from view any copyright, trademark, confidentiality notice, mark or legend appearing on Arab Advisors Group products or any form of output is strictly prohibited, and will be under legal responsibility. The information contained in this report has been obtained from sources we believe to be reliable, but neither its completeness nor accuracy can be guaranteed. Opinions expressed are based on our interpretation of the available information, and are subject to change.
- **Feedback:** Our clients' satisfaction is of our utmost concern. We welcome all feedback regarding our research and products. Please send us your notes on this report, what you found useful in it and future research directions that would help you in your business. Send feedback emails to: arabadvisors@arabadvisors.com

Executive summary..... 4

Demographics..... 6

Overview of Banks Perception and Users..... 14

Banking Users’ Trends and Service Usage Patterns..... 38

Net Promoter Score (NPS)..... 65



Arab Advisors Group

Jordan Retail Banking Market Survey Analyst: Hiba Al Atiyat

www.arabadvisors.com

Tel: 962.6.568 1608

Fax: 962.6.568 1530

arabadvisors@arabadvisors.com

Arab Advisors Group Telecom Market Landscape reports available for other countries:
Algeria, Bahrain, Egypt, Jordan, Kuwait, Lebanon, Libya, Tunisia, Morocco, Mauritania,
Oman, Palestine, Qatar, Saudi Arabia, Sudan, Syria, UAE, Yemen