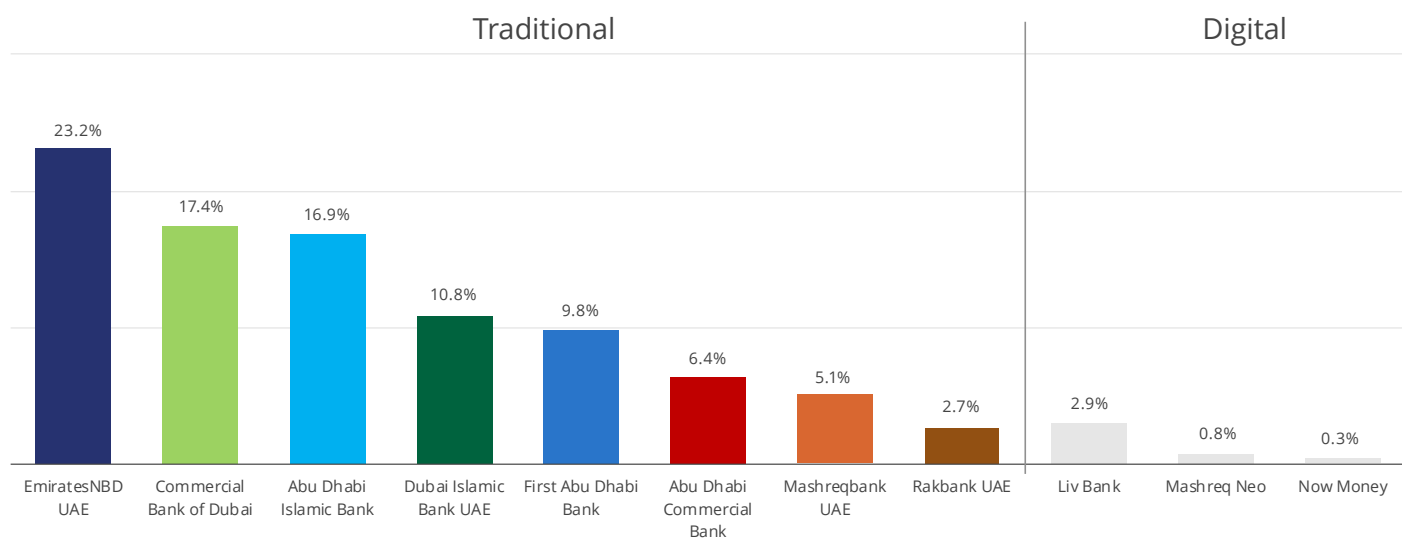


# Industry overview

## Traditional banks saw the majority of social media conversation

Out of the 11 banks analyzed, Emirates NBD had the largest share of voice on social media, followed by the Commercial Bank of Dubai. This figure includes public tweets by brands, consumers and media accounts.

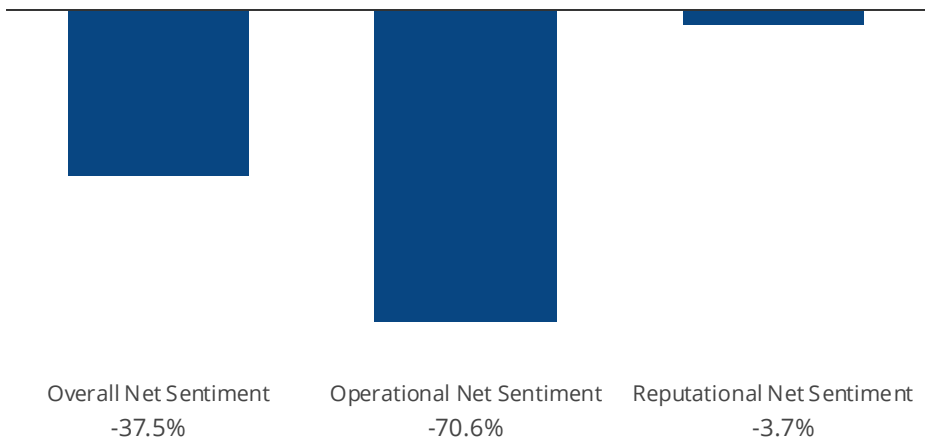


Share of voice on social media across the UAE banking industry

## Customer sentiment towards products and services masked by brand-driven conversations

Across the banking industry in the UAE, the study found that brand-driven conversations tend to mask operational issues. This is because reputational conversations—the brand’s own campaigns, CSR activities and media pieces—tend to be far more positive than operational conversations, which typically come from customers, about their experiences with products and services.

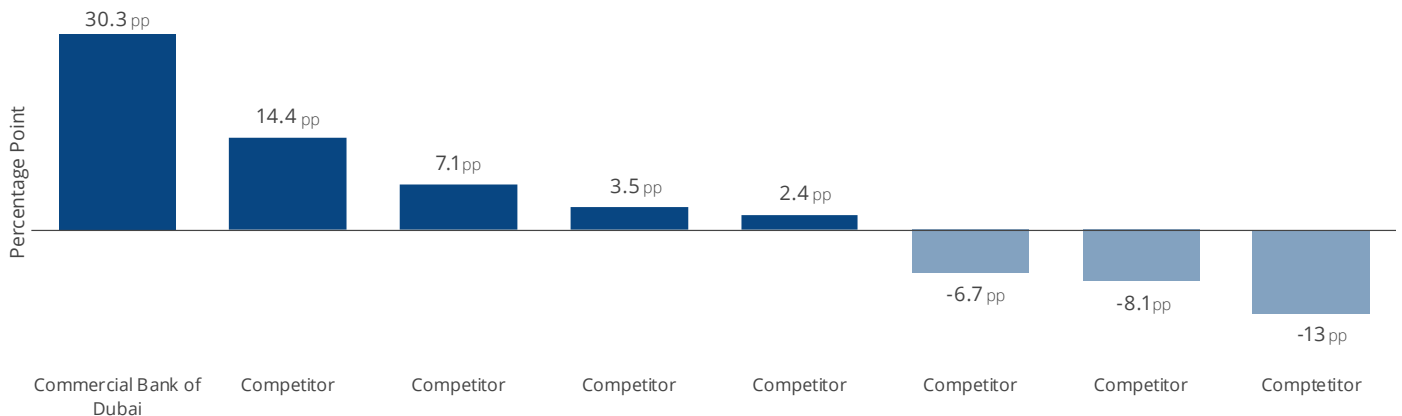
BrandsEye's Net Sentiment analysis takes this positive bias of reputational conversation into consideration in order to generate an accurate account of customers' negative experiences with banks.



*Overall Net Sentiment for traditional banks*

Commercial Bank of Dubai was the top performer compared to the industry aggregate for Net Sentiment.

Each bank's sentiment ranking is defined by the percentage difference compared to the industry aggregate. The industry aggregate for traditional banks is -37.5%.



*Net Sentiment of traditional banks in relation to industry aggregate*

# Contact us



**Goncalo Traquina**  
Partner  
Head of Management Consulting -  
Financial Services  
E: [gtraquina@kpmg.com](mailto:gtraquina@kpmg.com)



**Abbas Basrai**  
Partner  
Head of  
Financial Services  
E: [abasrai1@kpmg.com](mailto:abasrai1@kpmg.com)



**Nic Ray**  
CEO  
BrandsEye  
E: [nic.ray@brandseye.com](mailto:nic.ray@brandseye.com)



**Virginia Lin**  
Business Director Europe, Middle  
East and North Africa  
BrandsEye  
E: [virginia.lin@brandseye.com](mailto:virginia.lin@brandseye.com)



**Bilal Bassiouni**  
Senior Analyst, Middle East  
BrandsEye  
E: [bilal.bassiouni@brandseye.com](mailto:bilal.bassiouni@brandseye.com)

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