

ActivoBank Customer Ombudsman Summary of the main conclusions of the 2024 Activity Report

Evolution of activity

In 2024, the Customer Ombudsman recorded a total of 484 enquiries, representing an increase of 18.9% compared to 2023. ActivoBank accounted for 18% of the total complaints received by the Customer Ombudsman, reflecting both the growth of the customer base and higher levels of customer expectations. The ratio of complaints per 1,000 customers remained stable (0.84), despite the absolute increase in the number of cases.

Main subjects of complaints

The most frequently complained-about matters in 2024 were:

- Current Accounts (39%), with a significant increase (+50%), mainly associated with customer data updates and account maintenance, resulting from legal requirements (Law 83/2017).
- Cards (19%), with a decrease of 14%, although electronic fraud (phishing) remains the main cause.
- Automatic Channels and SelfBanking (14%), with an increase of 52%, particularly related to ATM deposits and withdrawals.
- Bank Communication (5%), showing a very significant increase, mainly associated with campaigns and advertising, with particular emphasis on the salary domiciliation campaign.

Service quality and customer response

Service levels showed a positive evolution:

- 99% of enquiries were answered within the defined SLA (30 days).
- The average response time improved to 9 days (vs. 13 days in 2023).
- The overall uphold rate was 34%, slightly above the previous year, indicating an improved ability to resolve cases in the customer's favour.

Contact channels

E-mail was consolidated as the main contact channel, representing 54% of enquiries, overtaking the electronic form. This evolution reinforces the need to optimise the management of this channel.

Other relevant conclusions

Critical areas requiring improvement were identified, namely:

- Customer data update processes;
- Operation of automatic channels (ATM/MTM);
- Communication and clarity of campaigns;
- Branch customer service.

Some corrective initiatives are already underway, with additional actions planned for 2025.