

Snapshot of our data

May 2025



In a nutshell:

- Overall scores ease slightly from April's highs
- Customer service and NPS see notable dips
- Financial support stands out with best scores overall
- Insurance sector still lags across all core measures
- Travel insurance outperforms wider insurance category

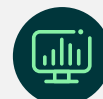
May saw a softening in customer sentiment, with all overall scores dipping slightly. Average rating fell to **4.89/5** (down 0.06), while NPS dropped to **+90.0** (-4.1). The biggest movement was in customer service, which declined by 0.17 to **4.70/5**. Value for money also dipped to **4.73/5**, and both fairness (**95.39%**) and product understanding (**94.00%**) edged down from last month's highs.

However, several individual product areas continued to perform well. Financial support services recorded the strongest overall scores, including a **4.94/5** rating, NPS of **+95.9**, and outstanding scores across fairness and service. Loans and savings accounts also showed consistently strong sentiment across all metrics.

Meanwhile, insurance remains subdued. General insurance products rated just **4.09/5** with a relatively low NPS of **+46.3**. However, travel insurance stood out within the category, with significantly better results, likely boosted by seasonal demand and positive sentiment heading into the summer holiday period.

Overall, while May's dip is notable, scores remain high. The figures suggest continued strength in customer relationships, but also highlight the importance of consistency in service and communication — especially in sectors where trust is lower.

Monthly averages:



Overall rating:
4.89/5



NPS:
+90.0



Customer service:
4.70/5



By Jake Sandford,
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Overall review data:

| Month | Average rating | NPS | Customer service | Value for money rating | Fairly treated | Understood product details |
|------------|-------------------|-----------------|-------------------|------------------------|-------------------|----------------------------|
| May 2025 | 4.89/5 (-0.06) | +90.0 (-4.1) | 4.70/5 (-0.17) | 4.73/5 (-0.09) | 95.39% (-4.22) | 94.00% (-2.77) |
| April 2025 | 4.95/5 | +94.1 | 4.87/5 | 4.82/5 | 99.57% | 96.77% |



Selected product data:

| Month | Average rating | NPS | Customer service | Value for money rating | Fairly treated | Understood product details |
|-------------------|----------------|-------|------------------|------------------------|----------------|----------------------------|
| Loans | 4.92/5 | +92.7 | 4.85/5 | 4.81/5 | 97.03% | 97.03% |
| Financial support | 4.94/5 | +95.9 | 4.88/5 | 4.90/5 | 98.63% | 97.70% |
| Savings accounts | 4.90/5 | +90.5 | 4.85/5 | 4.76/5 | 97.57% | 96.51% |
| Insurance | 4.09/5 | +46.3 | 3.94/5 | 3.92/5 | 73.64% | 88.18% |
| Travel Insurance | 4.72/5 | +76.5 | 4.47/5 | 4.49/5 | 88.26% | 93.19% |

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