

2024 Agents Bank Survey: FAQ



How many Agent Bank Surveys does Global Custodian publish?

Global Custodian publishes three agent bank surveys a year: one each for major markets (ABMM), emerging markets (ABEM) and frontier markets (ABFM).

What do they measure?

They measure cross-border clients' perception of the service received from sub-custodians in each market.

How do they work?

The response pool is drawn from two sources. Those respondents who completed the survey in the previous year are invited to do so again, while service providers in the markets concerned are invited either to submit client lists for invitation or to approach those clients themselves.

How do you filter out bogus responses?

Service providers are given controlled access to a back-end system to allow them to validate that the ratings they have received come from bona fide clients. Any responses submitted by institutions that were not clients of the rated provider in the 12 months under review are removed.

At the end of the collection process, Global Custodian does its own check to filter out duplicates.

What does the questionnaire cover?

The questionnaire, completed online, includes thirteen service categories. A scorecard allows respondents to rate each category on a seven-point scale from Unacceptable to Excellent.

All subsequent questions are optional and designed to allow the respondent to add supportive comment to their ratings.

Responses to the rating questions are converted by the survey system into numbers. Responses are weighted depending on the size of assets held in custody by the rated provider for the respondent concerned.

Where a participant has rated all categories as either 'Excellent' or 'Unacceptable', this is flagged as 'anomalous' and subject to further validation before retention or removal from the response database.

Service providers are also invited to complete a short questionnaire, aimed at allowing us to better understand market and provider changes that might impact results. This questionnaire also allows providers to indicate which if any service categories are not applicable to their service offering.

How are the survey results published?

Results will be published, along with data and analysis, both online and in the print edition of the Global Custodian magazine. ABMM is published in the Fall edition, ABEM in Winter and ABFM in Spring. In order to receive an individual write up, a service provider must have received at least 10 responses per market for ABMM, and 5 responses for ABEM and ABFM.

Are different levels of survey performance recognised by Global Custodian?

Yes. The published results rate each service provider category plus their overall average in each market on a scale of 1-7 as outlined above. Global Custodian offers official digital accreditations for outperformance at a global, regional, market or category level, where applicable, based on the published results. Global Custodian also holds two annual awards ceremonies. One segment in each recognises excellence in survey performance. However, awards take into account a range of data points beyond those published as part of the survey write ups. All survey results are published before the awards selection process begins and cannot be retrospectively amended.

What services does Global Custodian offer to help me further understand my performance or that of my service provider(s)?

For those providers wishing to understand their performance in more granular detail there is Research Plus, which allows providers to gain insight into our survey's findings above and beyond what the publication offers. This can take many forms depending on your budget and curiosity. For more information on these, please contact matt.aldred@globalcustodian.com or beenish.hussain@globalcustodian.com.