

ALPINE BANK

MOBILE APP

INSTRUCTIONS

QUESTIONNAIRE

Use the Alpine Bank mobile app to make sure it's functional, easy to use, and easy to navigate, and then conduct at least one banking transaction using the app.

Before You Begin

- Review your shop confirmation
- Have a copy of the questionnaire
- Have a distraction-free environment

Don't Forget!

- Evaluate all required mobile app areas
- Complete a transaction using the app
- Take screenshots as proof of shop



General Requirements

- You must be a current customer with an Alpine Bank checking account and debit card.
 - If you have not already done so, you must also download the mobile app on your phone and enroll in online banking (Alpine Online).
- Read all instructions and the entire questionnaire before you complete the shop.
 - Have a copy with you as you complete the shop to be sure you complete all elements.
- Take 2 or more screenshots while using the mobile app. Upload these images with your report as proof of shop.
- Submit your report to shopperhub.cxgroup.com within 12 hours of completing the shop.
- Retain all documentation for six months following your shop.
- You or your immediate family members cannot currently nor have ever worked for Alpine Bank.



Shop Instructions

Step #1: If you haven't already, download the mobile app and enroll in online banking

- In order to access mobile banking, you must have an account and enroll in Alpine Online. Follow the 5 steps below to download the app and enroll in Alpine Online if you haven't already.
 1. If you do not already have the Alpine Bank mobile app, download and install it on your phone using your phone's App Store. See Figure 1.
 2. If you are not already enrolled in online banking, enroll in Alpine Online by following the steps in Figure 2.



Figure 1 – Download mobile app and change password



Figure 2 – Enroll in online banking

3. Enter the verification code, and select 'Verify'.
4. Read the user agreement, and select 'Accept'.
5. Create a username and password to finish enrollment.

Step #2: Spend some time using the mobile app, including completing a banking transaction

- Spend 5-10 minutes using the mobile app to determine the ease of navigation and helpfulness.
 - Is bank location information easy to find?
 - Is it easy to navigate to the debit card management area to manage your debit card?
- Complete at least 1 of these transactions using the mobile app (complete 2-3 if you are able to):
 1. Make a transfer from one account to another
 2. Pay a bill
 3. Make a deposit
- If you encounter any technical difficulties while using the app (trouble signing in, need help completing a transaction, etc.), please contact Alpine Bank customer service at the mobile support number listed in the app. Document the issue and its resolution in your report.



QUESTIONNAIRE

Shop date:

Start time:

End time:

Service Analysis

1. Was the mobile app easy to find in the iTunes/Google Play store?

Yes

N/A – already have the mobile app

No

2. If no, please explain:

3. Was the mobile app easy to download?

Yes

N/A – already have the mobile app

No

4. If no, please explain:

5. Was it easy to log in to the mobile app?

Yes

No

6. If no, please explain:

7. Was bank location information easy to find?

Yes

No

8. If no, please explain:

9. Was the mobile app easy to navigate with options clearly defined?

Yes

No

10. If no, please explain:

11. Was the mobile app user-friendly?

Yes

No

12. If no, please explain:

13. Was the overall appearance of the mobile app attractive?

Yes

No

14. If no, please explain:

15. Was it easy to make a transfer on the mobile app?

Yes

N/A – did not make a transfer

No

16. If no, please explain:

17. Was it easy to pay a bill on the mobile app?

Yes

N/A – did not pay a bill

No

18. If no, please explain:

19. Was it easy to make a deposit on the mobile app?

Yes

N/A – did not make a deposit

No

20. If no, please explain:

21. Was it easy to navigate to and manage your debit card on the mobile app?

Yes

N/A – do not have a debit card

No

22. If no, please explain:

23. Based on your experience with the mobile app, on a scale from 0 - 10, how likely would you be to recommend Alpine Bank to a family member, colleague, or friend?

0 = Not at all likely; 10 = Extremely likely

0

6

1

7

2

8

3

9

4

10

5

24. Explain your rating:

If your rating is 10, explain why you would recommend. If your rating is lower than 10, comment on how your experience could have been improved.

25. Overall comments:

Describe your overall impressions of the Alpine Bank mobile app and how easy it was to complete banking transactions.

26. Upload 2 or more Alpine Bank mobile app screenshots as proof of shop:

END OF QUESTIONNAIRE