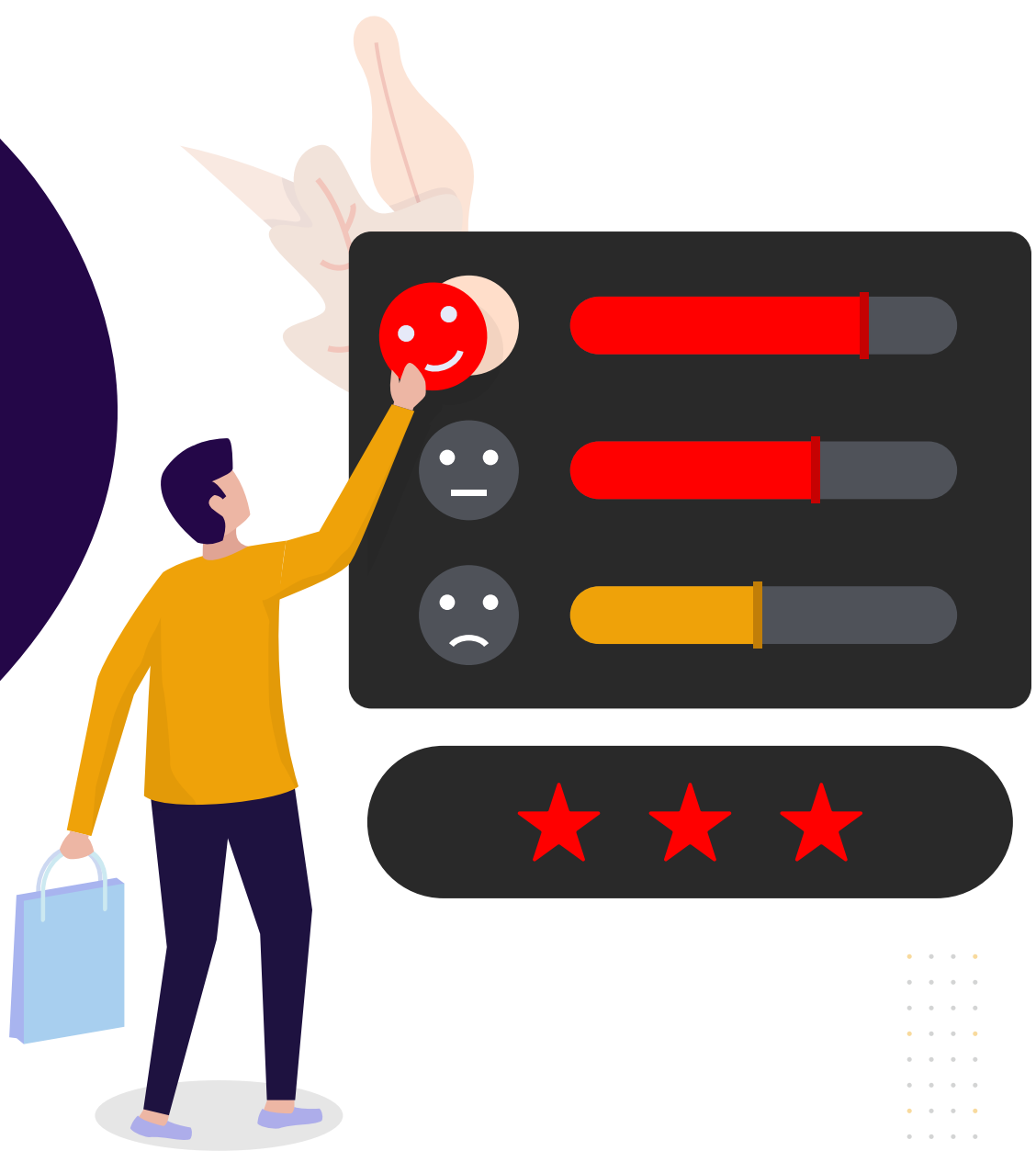


TOP 7 CUSTOMER EXPERIENCE STATS

TO WATCH IN THE
BANKING INDUSTRY



MOBILE BANKING

There was a 200% rise in new mobile banking registrations in early April 2020, while mobile banking traffic rose 85%.

Source: Fidelity National Information Services (FIS)



WORD-OF-MOUTH MARKETING

Consumers under 35 are more likely to open a primary account with a bank due to a recommendation from friends or family (50%) rather than because it's local (30%).

Source: 2019 Consumer Digital Banking Survey, PwC Digital Consumer Research, June 2019



CUSTOMER CENTRICITY

Millennials want a service that puts them first – a customer-centric service like the one offered by companies such as Amazon. 1 in 4 millennials would bank with Amazon, had it been a choice.

Source: cg42 Study



OMNICHANNEL DIGITAL CUSTOMER EXPERIENCE

Consumers are looking for an omnichannel experience. More than half of those surveyed by Accenture showed their desire to be able to switch between digital and human channels.

Source: 2019 Accenture Global Financial Services Consumer Study, Accenture Research



ARTIFICIAL INTELLIGENCE

A few customers are ready for an AI-enhanced service, but others are not. While 59% of high-net-worth individuals (HNWIs) choose an in-person meeting with their relationship manager for key investment decisions, 67% of millennials say they prefer robo advisory, compared to only 30% Gen X and Baby Boomers.

Source: Deloitte



DATA PRIVACY

64% of millennials value customization and anticipation of the experience using their transaction data over privacy concerns.

Source: Genesys

PERSONALIZATION

64% of millennials value customization and anticipation of the experience using their transaction data over privacy concerns.

Source: Genesys

PERSONALIZATION

Personalization can drive up to 15% of revenue growth for companies that operate in the financial services sector.

Source: McKinsey & Company

