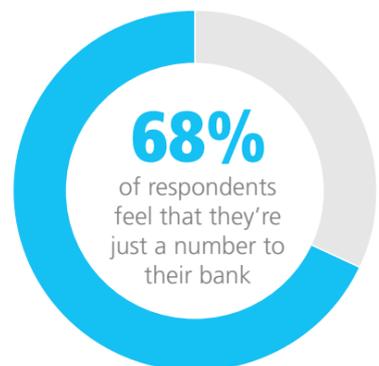
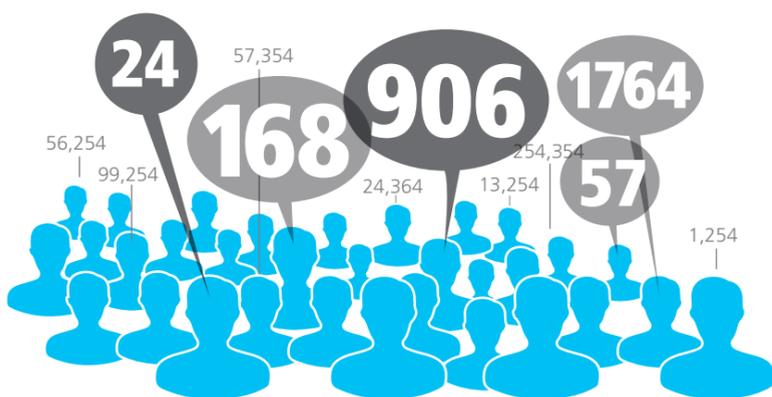


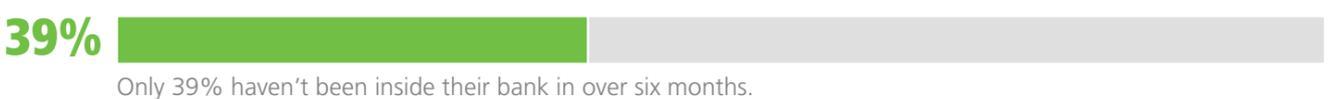
If perception is reality, traditional banks have a PR problem.



Consumers know what it's like to feel like a valued customer.



Customers want to feel valued when they visit their bank, too.

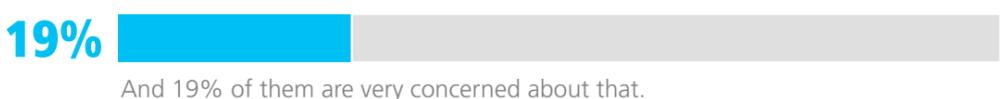


Customer communication is a major aspect of the customer experience, and there's room for improvement there, as well.

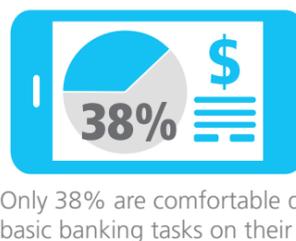


44%
of respondents don't think that their bank communicates with them consistently.

Even though consumers are underwhelmed by the service from their banks, they aren't convinced that remote banking is the answer.

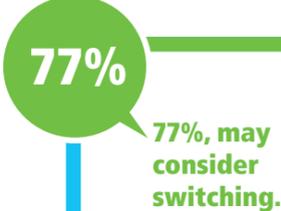


As consumers become more digitally savvy, they might be swayed by the benefits of remote banking. But not all of them, and not today.



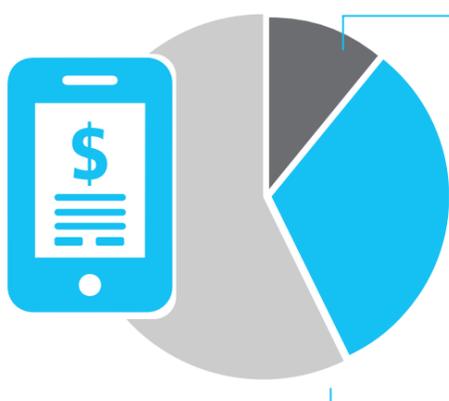
But don't confuse reticence with loyalty. We asked respondents how they might feel within the next year.

16%
Only 16% are rock-solid loyal to their bank.



7%
7% are definitely going to make a change.

As for whether respondents are willing to trust their money to a "challenger" bank, one that offers purely mobile, digital banking, the numbers are mixed.

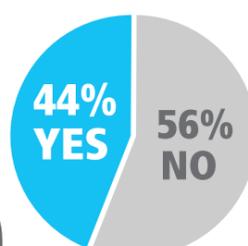


11% responded categorically—no.

32% are willing to trust a challenger.

57% don't know enough about challenger banks yet to say yes or no.

Respondents were also asked if they want modern technology to mimic the traditional bank manager experience.



Consumers are split on the future of banking. But traditional or digital, customers demand better customer service. The bank that provides the best overall customer experience is the one most likely to keep current customers happy, and win future business.