



Digitally demanding: Financial Services in focus

How banks can make the most from consumers' digital appetite

Fintech is changing the way we bank. For hundreds of years the way we managed our finances remained largely the same. Now we are able to transfer money across the world in a matter of seconds and consumers are able to check their accounts wherever and whenever they like.

It started with just a few disruptive tech start-ups but banks are now in the middle of the storm. Those which do not adapt will struggle; some ultimately will fail.

To understand what banking customers now want from digital services, Atos commissioned independent research to understand how consumers feel about the digital services offered to them currently and what they would like to see from them in the future.

Respondents were positive about the digital service they received from financial institutions.



Over half said their digital experience was 'good' or 'outstanding'



were 'neutral'

This is significantly higher than the other eight sectors we asked about (online and traditional retail, transport, utilities, local government, police, health and central government), with the average across all at 37.5%.

However, there is of course room for improvement as over a quarter (27.8%) were 'neutral' - neither wowed or disappointed with their service. By comparison with consumer digital services provided the Retail industry, 69.1% of whose customers rated them 'good' or 'outstanding', Banks clearly still have much to do.

So what needs to be done to lead the way when it comes to digital services in the financial services sector?



Want a simpler, cleaner experience



Would like the digital service to make things faster for them



Want improvements around improvements in stability



The statistics above are perhaps unsurprising since over half (52.2%) have had to abandon a digital service half way through without completing what they needed to do. The main reason for this is that it was taking too long.



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So what needs to be done to lead the way when it comes to digital services in the financial services sector? (Cont'd)

Even good digital customer experiences have little impact on the customer's wider expectations of their financial services provider. 34.5% of respondents said:

"The digital experience is good but I do not expect more in my other dealings with them" when asked about their experience with financial institutions."

Age is no barrier to digital adoption

The willingness to embrace digital is equally present in those aged over 55 as those aged below 25.

Observations

Financial institutions are perfectly positioned to take advantage of this relative willingness to embrace digital services in the sector. Although often seen as slow and cumbersome, there are many examples of banks operating ahead of the curve such as Atom, Monzo, Starling and Tandem.

Whether that be setting up separate teams to brainstorm and implement digital ideas and customer experiences or moving away from legacy applications, the key will be continuing to evolve in line with consumer expectations.

The reality is that customers are relying more and more on online services to manage their finances. Consumers recognise the benefits and are willing to engage with new digital services as they become available. The trick is providing a service that delivers on its promise and saves people valuable time.

The good news is that despite there being some room for improvement, over half (52%) of consumers are willing to embrace digital services. And it's not just the under 25s which banks so often focus advertising campaigns on; the over 55+ are just as receptive.



over half (52%) of consumers are willing to embrace digital services

Consumers are clear that they want the basics to be right first before the frills are added. This includes "A tailored service that remembers who I am and what I like" and "The option to earn a discount or loyalty benefits" which were ranked fourth and fifth respectively, just behind the functional aspects mentioned above.

June 2016. Sample size is 3,150 consumers.

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