

Channel use in finance

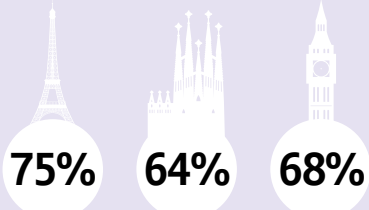
The average number of channels used by UK consumers to contact their bank in the past year



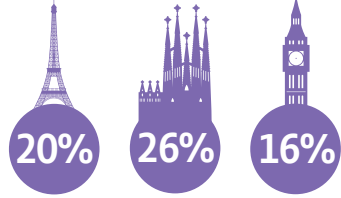
has EXPLODED

Make it **easy** for simple queries and transactions when I want to save time...

Use internet for simple transactions and branch or phone for complex issues



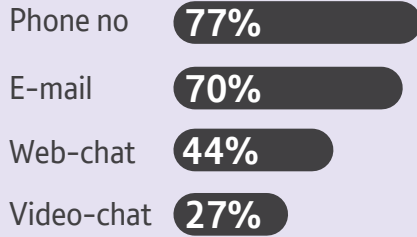
Mobile or internet?
Use mobile banking apps more often than internet self-service



55% want smartphone Apps which make it easy to e-mail, chat or call staff

Supported self-service

On each page of the financial services website/App want...



Explain with video



61% No need to make an appointment

60% Served straight away

59% Complex issues explained

59% See documentation or info

50% Better relationship with bank

Easier phone service



63% Will have to wait to get through

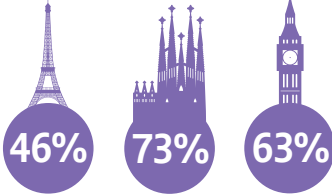
1/3 Will have to ask for someone senior

16% I will enjoy the experience

2/3 Want one memorable phone number

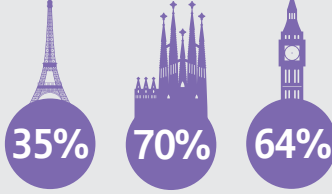
48% Have used voice recognition when phoning call centres (up 150% on 2012)

62% Want voice biometrics for ID&V



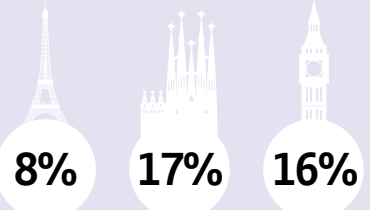
Better branches

Will have to queue or wait to be served



Build social media

Follow bank on Facebook



Researched financial services product via social media



1/4 Want to use social media to communicate with financial services in future

1/10 Have contacted financial services by social media: but 3 in 4 not satisfied with outcome

What should branches offer...

Free Wi-Fi	46	67	49
More knowledgeable staff	31	43	40
PC/tablet for research	36	49	31
More self-service machines	26	38	38
Online appointment bookings for advisors	26	21	41
Flat screen TVs with useful offers	12	15	14

69% Say their branch is cold & unwelcoming

1:5 Want to use smartphone in branch

59% Want Visual IVR/ Automated phone services

Help by web-chat

62% Good record of conversation

59% Advisor can show things on my screen

But only 41% Confident about sharing financial data

... but **elaborate** and provide more information to help me make the right decision when I want to invest time.

Creating engagement through better communication and information

34%

Use personal financial tools from their bank



49%

Would share location GPS with bank to get special offers



Like instant updates



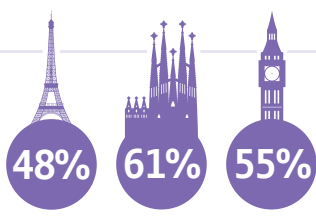
Suspicious activity on my account / card cancelled	75	78	83
Account overdrawn	49	69	63
An amount is paid into my account	40	66	47
Update me, insurance claim	50	52	47
A better deal is available	43	46	51
Remind renew insurance	31	53	42
Update me when applying for product	44	46	39
My tie in period is coming to an end	43	40	41
Better insurance deal	35	43	38

What's the benefit of Youbiquity Finance?

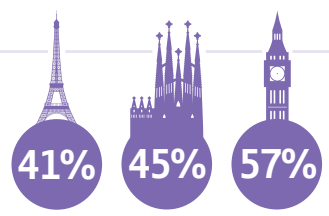
52% Buy more when it's easier (48% up on 2012)

54% Are more likely to get advice about finances from other sources than my bank (43% 2012)

Banks have focused too much on self-service rather than getting to know me and my needs



Bank service is too faceless



Reasons not to switch bank account...

43% They all offer the same service

40% Would mess up my payments/direct debits

43% No advantage

48% Want a named individual to email or phone

Have had a cup of coffee/tea in a branch



Know the name of one person at the bank where I have my current account

