

Banking Customer 2020

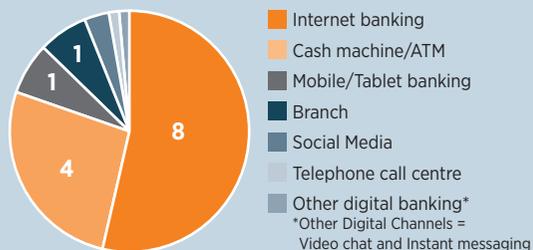
www.banken-im-umbruch.de

Eight Trends to Influence Banks' Strategies

- Trend #1:** Customers are buying, but less so from current providers
- Trend #2:** First-contact resolution is key to retention
- Trend #3:** Digital channels have significantly increased the number of overall interactions
- Trend #4:** After switching to digital, customers are looking for more services
- Trend #5:** High, but slower growth in, customer service expectations gives banks a chance to catch up
- Trend #6:** Customer loyalty program adoption is rising, but fails to keep customers committed for the long haul
- Trend #7:** Compelling offers could win back customers
- Trend #8:** "Non-traditional" competitors are gaining ground with consumers.

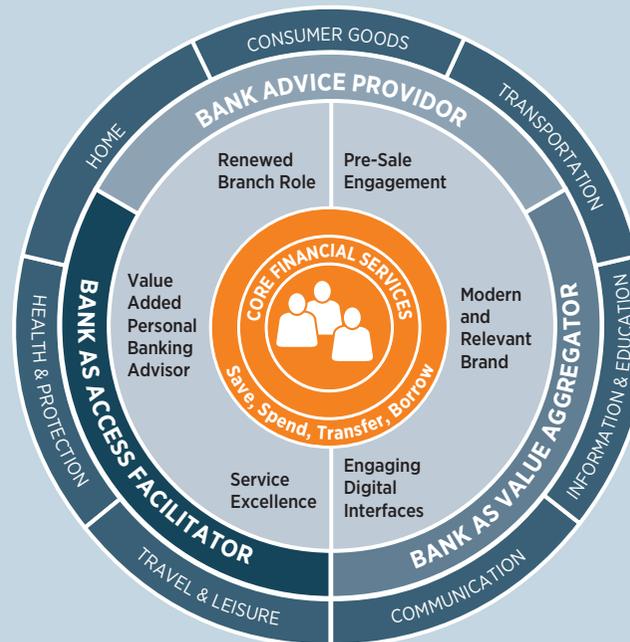
Interactions by channels

How many times do you usually interact/get in touch with your main bank, on monthly basis, using the methods listed?
(Provide number of interactions)



Base = 9,000 (Total retail banking respondents in 12 key markets: Australia, Brazil, Canada, China, France, Germany, Indonesia, Italy, Spain, UK, US)

The Every Day Bank



Every Customer is a Digital Customer

Different Customers, Different Intensity, Different Speed



Increased Speed

Reasons for complete switch

How much did each of the following reasons contribute to your decision to switch/stop doing business?
(Check up to top three reasons)



Base = 2,984 (retail banking customers who switched completely)

Seien Sie dabei, wenn am 2. und 3. September 2015 auf der 20. Handelsblatt Jahrestagung Banken im Umbruch sich wieder das Who-is-Who der Bankenbranche und Finanzpolitik trifft.

Mit freundlicher Unterstützung von **accenturestrategy**

Lesen Sie den vollständigen Report von Accenture Strategy unter www.accenture.com/bankingcustomer2020

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