

Are you ready for the digital future of banking?

By 2030, most banks will be made irrelevant, according to Gartner. Within 12 years time, 80% of financial firms will either go out of business or be rendered irrelevant by:

- new competition
- changing customer behavior
- advancements in technology

Staying relevant to your customers is the key to growth for your business.

Your customers want to connect with you – digitally



60%

of 18–34 year olds perform banking activities on a smartphone at least monthly

55%

of US adults who have a smartphone have at least one banking app

91%

of mobile banking users prefer the app over going to a physical branch

What's the mobile experience like for your customers?

The top three detractors and features are table-stakes for your customers. How does your mobile app rate?

Top three detractors from a great mobile experience:

- 🗨️ Poor login experience
- 🗨️ Inability to manage account
- 🗨️ Poor messaging functionality

Top three features for a great mobile experience:

- 👍 Mobile deposit
- 👍 Ability to transfer funds between accounts
- 👍 Ability to track and manage spending

How does the growing market of young professionals think about communication and customer experience with their financial institutions?

Losing Gen Z's business

23%

will stop using a product if the mobile experience is poor

20%

will stop using a product if online chat is slow for sales/support

21%

will stop using a product if features on social are poor

12%

will stop using a product if support is only avail by phone or on prem

(AmEx survey)

Engaging Gen Z loyalty

64%

choose messaging over emails/phone for communication with businesses

63%

use messaging apps to talk to brands

60%

are more likely to do business with brands that use chat app

80%

want to engage with business via chat

(Digital Banking Report)

Even older generations are changing banking behaviors due to new technology

The Gen X audience

16%

will stop using a product if the mobile experience is poor

17%

will stop using a product if online chat is slow for sales/support

9%

will stop using a product if features on social are poor

10%

will stop using a product if support is only available by phone or on prem

(AmEx survey)

The future of digital banking is here.

What are you doing to serve your customers today, and into the future?