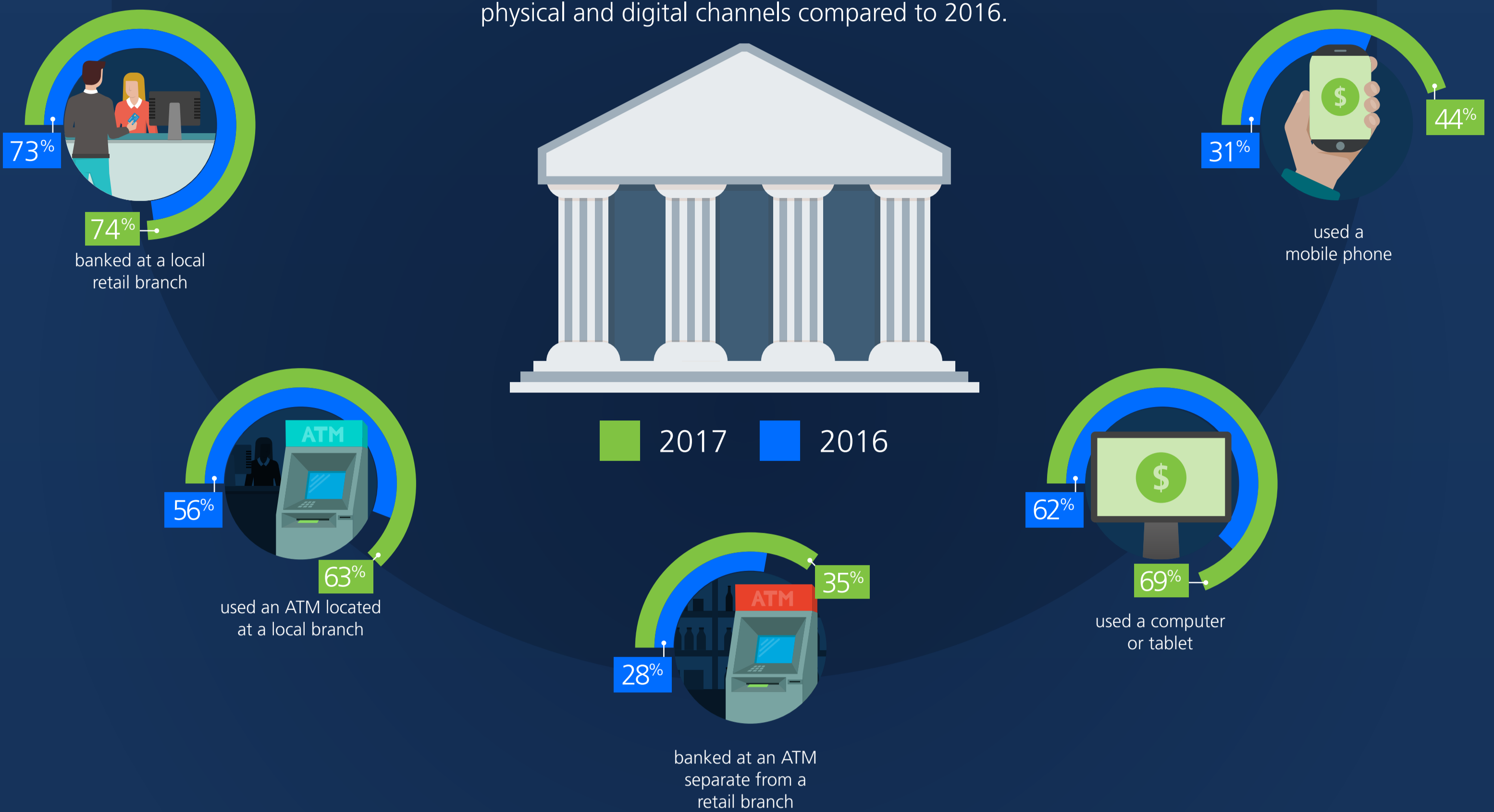


Banking on Customer Service

Why a focus on the customer experience is paying off for banks and credit unions

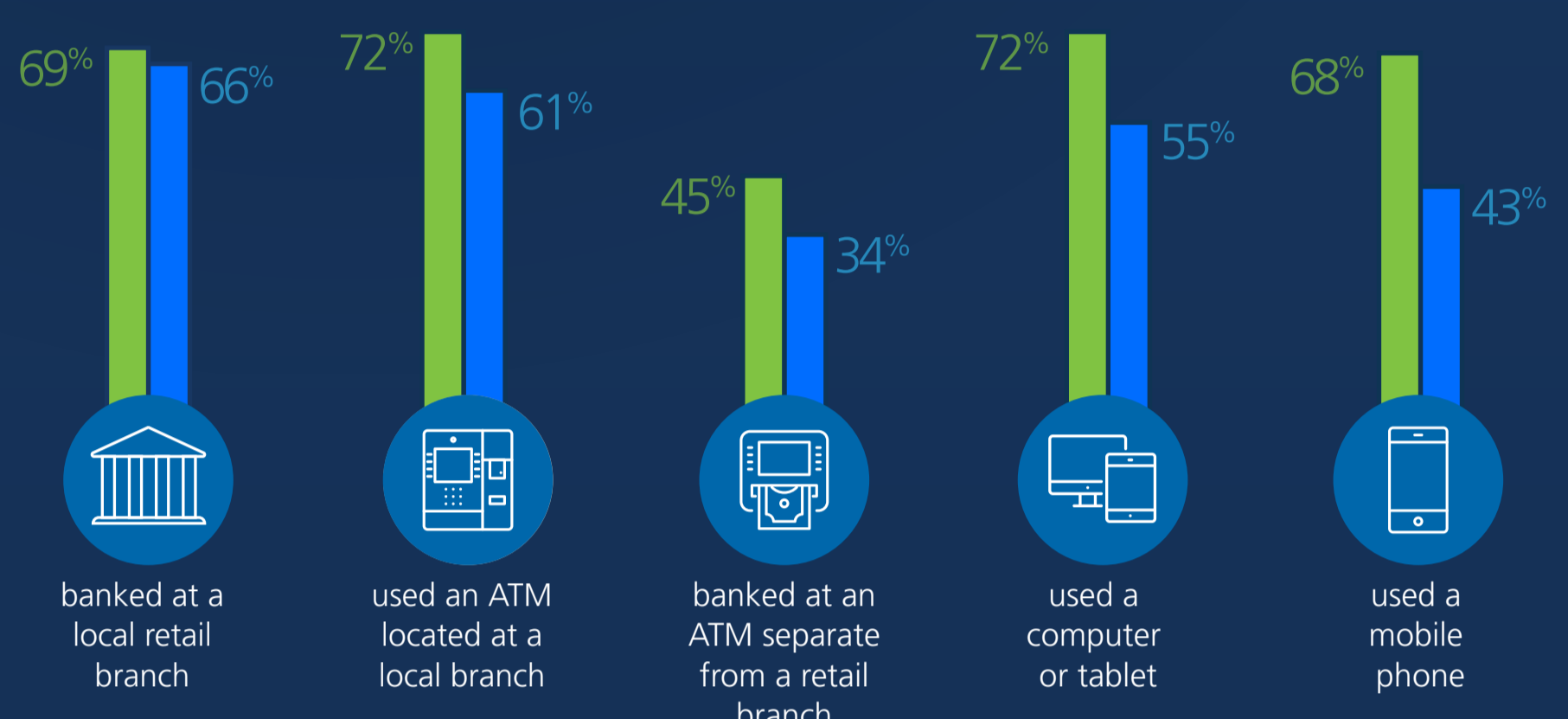
The omni-channel banking experience is king.

U.S. consumers have more options than ever when it comes to personal banking. A majority are taking full advantage by using a greater mix of physical and digital channels compared to 2016.

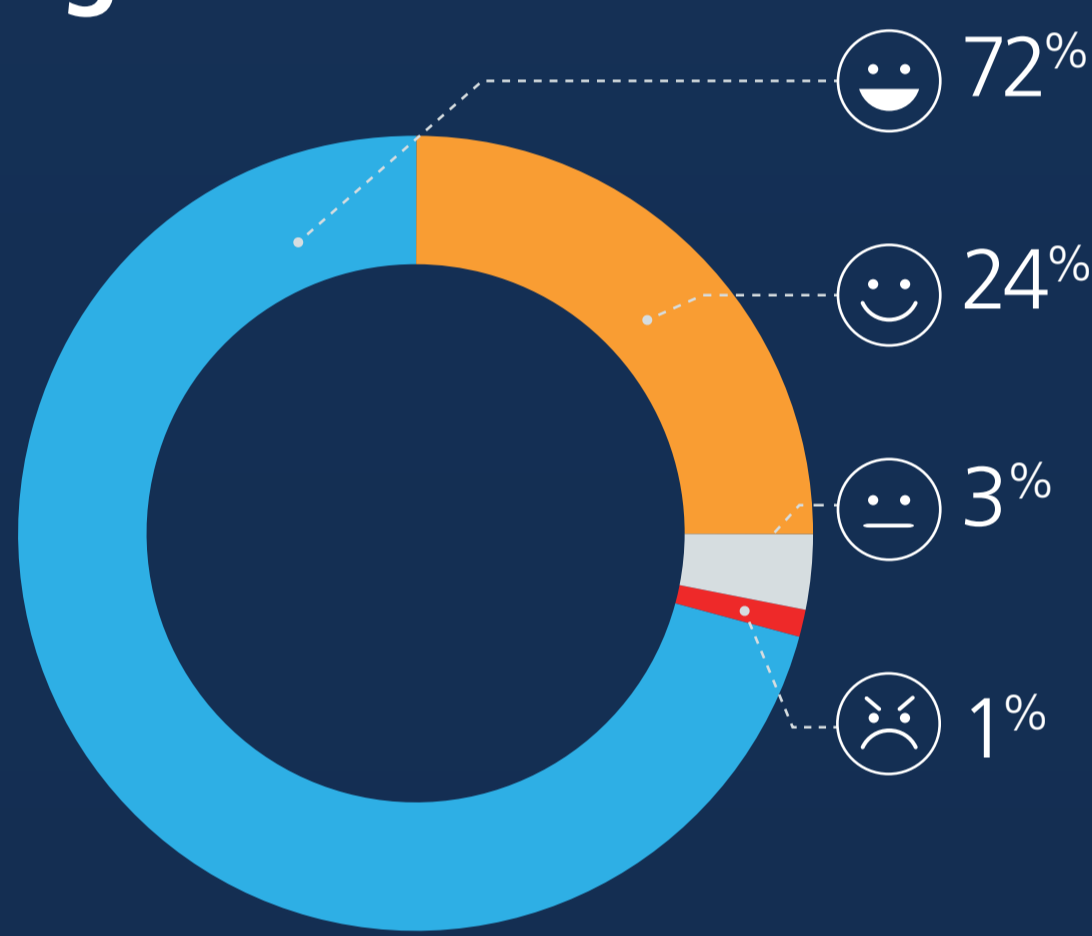


Millennials engage with banks across all channels.

Millennials (aged 18-34) continue to bank at their local retail branch and at ATMs, but also turn to mobile apps and websites more frequently for personal banking – no surprise for this digital generation!



Banks are doing a good job serving customers...



96% of Americans said they were satisfied with their local banking experience.

...but brand loyalty is still at risk if service isn't up to par.



1 in 5 Americans have switched banks in the past 12 months because of rude or poor in-branch service.

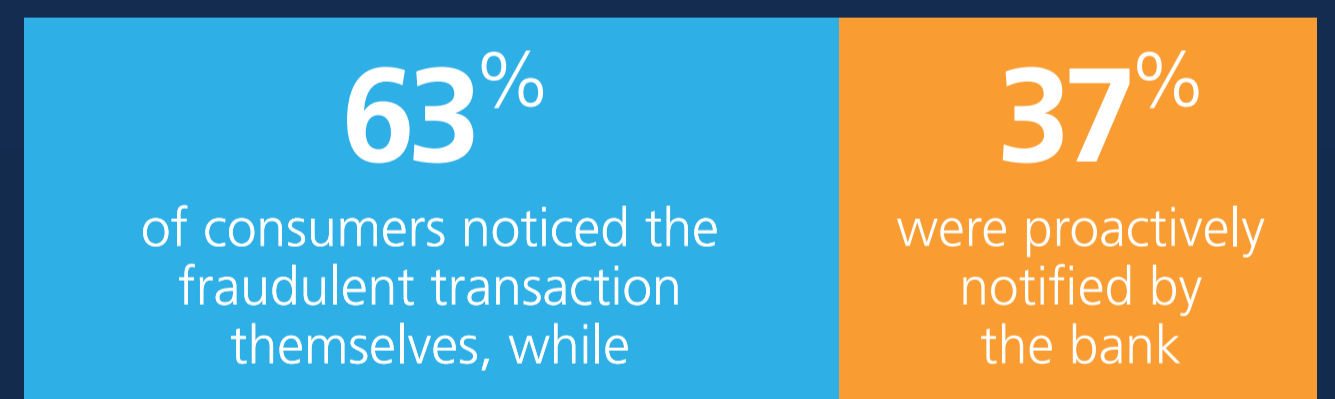
Banks get good reviews when it comes to responding to fraudulent activity, but there's room to do more.

17% of Americans experienced fraudulent bank account activity in 2017.

92% of those said they were satisfied with how their bank handled a fraudulent transaction.



Banks have an opportunity, however, to be more proactive when it comes to detecting and investigating incidents and notifying their customers.



In addition

77% reported only 1 or 2 incidents, however a surprising **15%** said they experienced 5 or more incidents in a 12 month period!

25% said their bank used surveillance video to investigate or help resolve the incident.

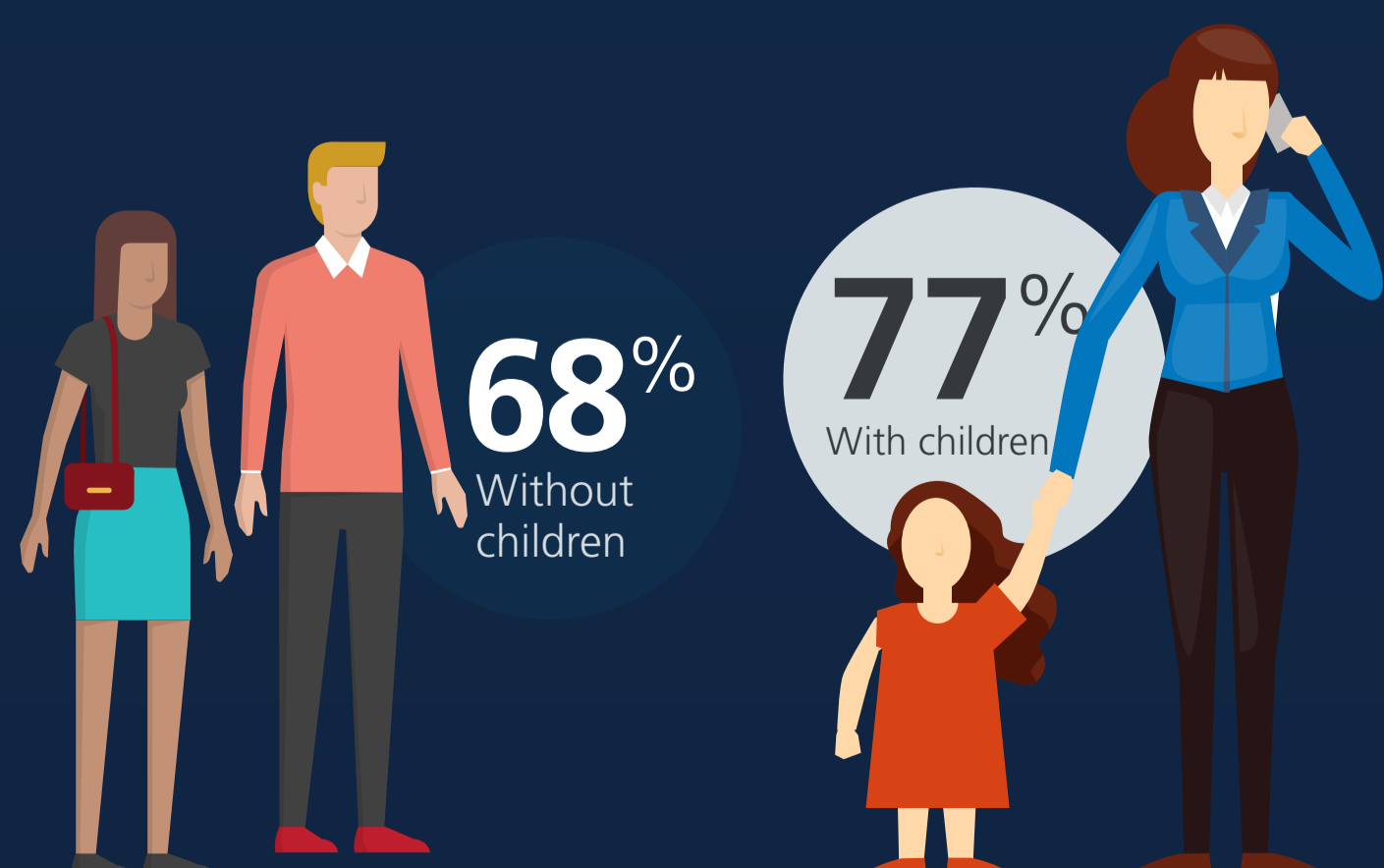
9% switched banks due to fraudulent activity that impacted their accounts.

Presentation is important!

Americans like their banks to be clean and tidy, and will consider making a switch if their local branch doesn't meet expectations.

Based on presentation:

70% would be inclined to switch banks. And for consumers living in households with children, that percentage jumps even higher.



Worth the wait?



46% of banking consumers think waiting more than **5 minutes** for service is unreasonable.

Millennials, however, seem to be the most patient when it comes to waiting in line, with

47% saying **6 to 10 minutes** was reasonable.

compared with

43% of consumers aged 35-54

38% of consumers aged 55+

Overall, **41%** of consumers have left their bank without conducting a transaction because of wait times.