

Loyalty in Financial Services - US - December 2017

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Loyalty is more than just a rewards program. It is not built on incentives, but on trust, something that is in relatively short supply in the financial services industry. Thinking about what consumers want and then building the tools to give it to them will go a long way toward developing and retaining a loyal customer base.

This report looks at the following areas:

- Satisfaction is high, recommendations are low
- Most want a branch close to home
- Trust is important to building loyalty

Quality customer service, too, will help customers feel good about doing business with their provider and make it more difficult for them to switch to another option.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Satisfaction is high, recommendations are low

Figure 1: Would recommend provider to others, by type of provider, September 2017

Most want a branch close to home

Figure 2: Important features in a bank or credit union, by gender and age, September 2017

Trust is important to building loyalty

Figure 3: Attitudes toward loyalty, by generation, September 2017

The opportunities

Hispanics are less likely to have any financial accounts

Figure 4: Account ownership, by Hispanic origin, September 2017

Half of parents need life insurance

Figure 5: Account ownership, by parental status, September 2017

Expand online and mobile capabilities

Figure 6: Important features in a financial service provider, by generation, September 2017

What it means

The Market – What You Need to Know

Number of institutions continues to decline

Growth of alternative institutions

Market Factors

Number of institutions continues to decline

Figure 7: Number of banks and credit unions, 1997-June 30, 2017

Growth of alternative institutions

Figure 8: Attitudes toward online/mobile services, by gender and age, June 2017

Key Players – What You Need to Know

Most are satisfied with their FSIs

Trust is still a concern

Many wouldn't recommend their provider

Growth of AI

Branch evolution

What's Working?

Most are satisfied with their FSIs

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Figure 9: Satisfaction with financial services institutions, September 2017

What's Struggling?

Many wouldn't recommend their provider

Figure 10: Would recommend provider, by type of provider, September 2017

Trust is still a concern

Figure 11: Attitudes toward loyalty, by generation, September 2017

How do consumers define trust?

What's Next?

Growth of AI

Branch evolution

What Are Consumers Saying About Brands?

Negative comments outweigh positive comments

Figure 12: Trusted brands, September 2017

Positive comments:

Negative comments:

The Consumer – What You Need to Know

Low fees and convenience are most important

Money market customers want more

Young men are especially vulnerable

Rates are the most common reason for switching

Older customers rely on trust; younger customers want incentives

Banks need to work to keep young Hispanic customers

Account Ownership

Money market owners have more different accounts

Figure 13: Account ownership, by accounts owned, September 2017

Figure 14: US Bank cross-selling mobile ad, 2015

Important Features in a Bank or Credit Union

Low fees and convenience are most important

Figure 15: Important features, September 2017

Easy access is more important to parents

Figure 16: Important features, by parental status, September 2017

Money market customers want more

Figure 17: Important features, by type of account owned, September 2017

Figure 18: Valley National Bank email ad, 2017

What do consumers want?

Figure 19: SELCO mobile ad, 2017

Making customers feel valued is crucial

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TURF Analysis

Methodology

Figure 20: TURF analysis – Important features in financial services provider, September 2017

Switching Behavior

Young men are especially vulnerable

Figure 21: Switched banks/credit unions, credit cards, or investment company, by gender and age, September 2017

Nearly one quarter of young Hispanics have switched banks or credit unions

Figure 22: Switched banks or credit unions, by Hispanic origin, September 2017

Millennials are most likely to switch investment companies

Figure 23: Switched investment companies, by generation, September 2017

Millennials most at risk to switch insurance provider

Figure 24: Switched auto, homeowner's/renter's, life insurance, by generation, September 2017

Parents are twice as likely to switch auto insurers

Figure 25: Switched auto insurance providers, by parental status, September 2017

Rates are the most common reason for switching

Figure 26: Reason for switching financial services provider, by type of provider, September 2017

Figure 27: State Farm mobile ad, 2017

Men want better technology

Figure 28: Reason for switching financial services provider, by gender, September 2017

Trust is an issue for parents

Figure 29: Reason for switching financial services provider, by parental status, September 2017

Attitudes toward Loyalty

Older customers rely on trust; younger customers want incentives

Figure 30: Attitudes toward loyalty, by generation, September 2017

Figure 31: Barclaycard online ad, 2017

Banks need to work to keep young Hispanic customers

Figure 32: Attitudes toward loyalty, by Hispanic origin and generation, September 2017

Older consumers most likely to recommend insurance providers

Figure 33: Attitudes toward loyalty, by generation, September 2017

Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Consumer qualitative research

Direct marketing creative

Abbreviations

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