

Digital Trends in Finance - US - September 2017

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"While most consumers are satisfied with the digital services their financial institutions provide, improvement is still needed."

- **Robyn Kaiserman, Senior Financial Services Analyst**

This report looks at the following areas:

- Mobile devices are rarely used to access accounts
- Almost half still don't use mobile banking apps
- Young consumers most likely to want local branches

Trust in the security of digital services is low, and most consumers still want to be able to talk to a human for answers to their financial questions. While institutions are doing all they can to convert consumers to digital solutions, they cannot forget the importance of the human touch and need to work to find the right balance.

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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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