

## The Role of Trust in Financial Services - UK - October 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Most people trust their financial providers to trust them fairly, but perceptions of the industry in general show that concerns over misconduct still linger. Improving communications and being more transparent in terms and conditions would be a good place to start improving this.”  
**– Douglas Kitchen, Financial Services Analyst**

This report looks at the following areas:

- Simplify financial information to increase trust
- Embracing Open Banking and newer challengers will drive greater trust

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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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The facts

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UK watchdog opening more cases than before...  
 ...and looking to address bank IT failures  
 FCA looking to transform culture  
 RBS Global Restructuring Group escapes punishment  
 'Unreadable' financial services websites contributing to lack of trust  
 Amazon looking to increase its influence in financial services

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Just 19% trust financial services brands  
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