

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

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Most people trust their financial providers to treat 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

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

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

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

What you need to know

Executive Summary

The market

FCA aiming to transform culture and tackle data misuse

Companies and brands

Just 19% trust financial services brands

Figure 1: Agreement with 'A brand that I trust' for brands in the financial services, beauty and personal care, drink, retail and food sectors, November 2015-May 2018

The Post Office is the most trusted financial services brand

Figure 2: Top ranking of brands in the financial services sector, by agreement with "A brand that I trust", November 2015-May 2018

The Consumer

Building societies the most trusted financial services companies

Figure 3: Extent to which consumers trust companies to treat them fairly, August 2018

Overcomplicated financial information the main factor causing distrust

Figure 4: Factors which contribute to a lack of trust, August 2018

Customer service still plays a key role

Figure 5: Important features for building trust, August 2018

Online-only banks behind tech firms in terms of trust and data security

Figure 6: Trust in financial services companies to hold personal and financial data securely, August 2018

Consumers undecided on whether trust is improving

Figure 7: Attitudes towards trust and financial services providers, August 2018

A quarter would trust alternative providers

Figure 8: Attitudes towards trust and financial services providers, August 2018

What we think

Issues and Insights

Simplify financial information to increase trust

The facts

The implications

Embracing Open Banking and newer challengers will drive greater trust

The facts

The implications

The Market – What You Need to Know

FCA looking to tackle both culture and data misuse

'Unreadable' financial content causes trust issues

Market Environment

Data misuse top of FCA agenda

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

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

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

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

Companies and Brands – What You Need to Know

Just 19% trust financial services brands
 The Post Office is the most trusted financial services brand

Trust and Financial Services Brands

Just 19% trust financial services brands
 Figure 9: Agreement with 'A brand that I trust' for brands in the financial services, beauty and personal care, drink, retail and food sectors, November 2015-May 2018
 Post Office the only brand with greater than 50% trust
 Figure 10: Top ranking of brands in the financial services sector, by agreement with "A brand that I trust", November 2015-May 2018
 Non-traditional lenders dominate brands with the lowest trust
 Figure 11: Bottom ranking of brands in the financial services sector, by agreement with "A brand that I trust", November 2015-May 2018

The Consumer – What You Need to Know

Building societies and banks the most trusted financial services companies
 Ownership leads to increased levels of trust
 Overcomplicated financial information the main factor causing distrust
 Customer service still plays a key role
 Online-only banks behind tech firms in terms of trust and data security
 Consumers undecided on whether trust is improving
 A quarter would trust alternative providers

Financial Services Industry in Context

Building societies and banks lead the way for financial services companies
 Figure 12: Extent to which consumers trust companies to treat them fairly, August 2018
 Investment firms have the lowest trust rating in financial services
 Younger generation more likely to trust financial services providers
 Figure 13: Proportion of consumers who trust companies to treat them fairly, by age, August 2018
 Well-off consumers more likely to trust brands
 Figure 14: Proportion of consumers who trust companies to treat them fairly, by financial situation, August 2018

Effect of Ownership on Trust

Ownership drives trust
 Figure 15: Proportion of consumers who trust mortgage lenders and investment firms to treat them fairly, by product ownership, August 2018
 Increased product ownership leads to greater levels of trust
 Figure 16: Proportion of consumers who trust financial services providers to treat them fairly, by number of financial products owned, August 2018
 More trust in insurers among owners of health and life insurance

**BUY THIS
 REPORT NOW**

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
 APAC +61 (0) 2 8284 8100 |
EMAIL: reports@mintel.com

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

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 17: Proportion of consumers who trust insurance companies to treat them fairly, by product ownership, August 2018

Factors Contributing towards Distrust

Half feel misleading terms and conditions have led to distrust

30% blame poor customer service and negative media coverage

Figure 18: Factors which contribute to a lack of trust, August 2018

Building Trust in Financial Services

Clear financial information the key

Figure 19: Important features for building trust, August 2018

Customer service still a major factor

Problem resolution is an opportunity to build trust

Regular updates resonate with investors

Figure 20: Importance of regular product updates and reminders in building trust, by product ownership, August 2018

A one-size-fits-all approach is insufficient

Figure 21: Repertoire of important features for building trust, August 2018

Trust and Data Security

Majority trust banks to look after their personal or financial data

Only one in four would trust an online-only bank

Figure 22: Trust in financial services companies to hold personal and financial data securely, August 2018

Younger Millennials place more faith in tech companies...

...while older generations are more trusting of pension providers

Figure 23: Proportion of consumers who trust pension providers, technology firms and online-only banks to hold their personal and financial data securely, by generation, August 2018

Attitudes towards Financial Services Providers

One in four do not trust their financial services providers to be fair, open and honest

Consumers split as to whether trust is improving

Figure 24: Attitudes towards trust and financial services providers, August 2018

Increased faith among those with greater ownership

Figure 25: Agreement with statements about trust and financial providers, by number of financial products owned, August 2018

Trust in Alternative Providers

A quarter would trust an alternative financial services provider

Figure 26: Attitudes towards trust and financial services providers, August 2018

Greater receptiveness among wealthier households

Figure 27: Agreement with statements about trust and financial providers, by household income, August 2018

Comfortable 18-34-year-olds the most likely to trust a large tech firm

Figure 28: Trust in large tech firms to manage financial services – CHAID – Tree output, August 2018

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

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

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

CHAID Methodology

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com