

December 2021

Loyalty in Financial Services - US

“As new competition emerges in the financial services space, loyalty continues to be a concept that is strongly challenged for traditional FIs. Consumers have more choice than ever when it comes to their banking endeavors, and while legacy FIs have the competitive advantage of trust, non-traditional providers are encroaching on ...

Financial Needs of Mass Affluent Consumers - US

“The mass affluent hold a unique set of attitudes that straddle the line between the mass market and the affluent, creating a consumer group that can be of particular value to financial services brands. Their motivations in selecting new products often align with those of the mass market, demonstrating that ...

November 2021

Consumer Attitudes toward Fintech - US

“The pandemic has highlighted the various ways fintech has infiltrated the lives of many, from the shift to contactless payments to providing those that lack credit scores with credit and offering flexible financing options during an economic downturn – just a few ways financial services have continued to evolve due ...

October 2021

Payment Preferences - US

“The COVID-19 pandemic accelerated many of the shifts that were already occurring within the payment landscape, driving widespread adoption of mobile payment alternatives and broadening the number of payment types that consumers interact with in their daily lives. This sudden leap in digital payment usage has intensified competition to gain ...

Health Insurance - US

“The pandemic has transformed how providers deliver care to patients, as seen with the proliferation of virtual care and self-service digital solutions. As consumers continue to expect the same level of on-demand care going forward, providers should continue looking for ways to provide more value so customers obtain better health ...