

November 2014

Consumer Payment Preferences - UK

“Developers should reframe their task from making it easier to make a payment, and focus on making it easier to find and make purchases. Payments are a means to an end for consumers, payment platforms should remember this.”

– **Rich Shepherd, Financial Services Research Analyst**

October 2014

Consumers and the Economic Outlook: Quarterly Update - UK

“The revival in confidence has stalled. Although the economy is picking up speed, the population as a whole isn’t feeling the benefit of the recovery. People are as likely to say that they feel worse off than they did a year ago as they are to say that their finances ...

September 2014

The Role of Trust in Financial Services - UK

“Greater consumer interaction with financial services firms can slowly build trust, while negative media coverage and word of mouth on the industry’s failings have the power to destroy this trust almost immediately. While companies need to find ways to engage more effectively with their customers, they also face the challenge ...

July 2014

Consumers and The Economic Outlook - Quarterly Update - UK

“Although people are still more confident than they were in 2013, Mintel’s data suggests that they’re not entirely convinced by the economic revival. Across all three key measures (current situation, impact of the slowdown

and how they expect their finances to fare over the next year), sentiment was slightly more ...

April 2014

Loyalty in Financial Services - UK

“Financial services firms cannot expect their clients to exhibit loyalty when they feel that new customers are the ones getting the best deals. Indeed, most of the “loyalty” in the financial services market is due to customer inertia. Going forward, firms need to look at how they can reward long-standing ...

February 2014

Consumers and the Economic Outlook - UK

“Many consumers are yet to experience the effects of an economic recovery, wages remain stagnant and disposable income is still being squeezed. There is a sense that things are ‘less bad’ for many people, rather than ‘better’. However, experiences and confidence vary across consumer groups, with regional, wealth and gender ...