

Loyalty in Financial Services – UK – October 2019

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This report looks at the following areas:

- Building brand loyalty is particularly challenging for new banks
- How can insurers improve customer loyalty?



“Financial companies need to maintain high standards of customer service, offer convenient and reliable access points and address any problems quickly and fairly. They also need to reward customers for their loyalty, in a way that is meaningful and shows them they are appreciated.”

– Sarah Hitchcock, Senior Financial Services Analyst

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- **29% are customers of a mid-sized challenger or supermarket bank**
- **Nationwide stands apart in the building society sector**
- **Digital banks are attracting customers but struggle to turn a profit**
- **In the insurance sector, Aviva is well ahead of its rivals**

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- **Supermarket banks are best at rewarding customers**
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