

# Hispanics and the Banking Experience - US - March 2019

Report Price: £3695 | \$4995 | €4400

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## This report looks at the following areas:

- Engaging the least engaged
- Using payment cards as touch point triggers
- Leveraging mobile apps

For banks to drive longer-term loyalty, it is important they find ways to generate a desire for in-person conversations to gain insights into Hispanics' needs and provide some guidance to help solidify relationships, as well as cross-sell products.



"As payment cards and banking apps are becoming the main ways in which Hispanics interact with their banks, the nature of customer touchpoints are shifting away from bank branches."

- Juan Ruiz, Director of Hispanic Insights

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### BANKING ATTITUDINAL SEGMENTS

- **Four segments of Hispanics approach banking differently**

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