

# Loyalty in Financial Services - US - December 2019

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## This report looks at the following areas:

- Deposits draw the most love
- What do consumers want in exchange for their loyalty? Security, and a brand they can trust
- The shadow of the 2008 financial crisis still hangs, as new worries build
- Counterpoint: does brand loyalty exist anymore?



"Loyalty in the context of financial services is an intrinsically different consideration than one which pertains, for example, to the auto or retail sectors. Whereas the lifetime Chevy buyer is loyal to a tangible and recognizable product produced out of raw materials, the banking customer is loyal to, in simplest terms, the custodian of what is already theirs to begin with."

**Chris Shadle, Financial**

**Services Analyst**

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