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
Table of Contents

OVERVIEW

EXECUTIVE SUMMARY

What you need to know

The market

Open Banking has introduced more choice and competition

Incumbents are responding to the digital challenge

Not all newcomers will survive

Fostering ‘true’ loyalty in the more commoditised insurance markets is difficult

Pricing models typically used by insurers do not help the problem

Companies and brands

86% of UK adults are customers of one of major banking groups

Figure 1: Brand customer share shown on a group basis (top eight banking groups only), July 2019

More than a quarter of UK adults 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

Barclaycard is the leading credit card specialist

Aviva is ahead of its rivals in the insurance sector

Figure 2: Brand customer share – insurance companies, July 2019

The consumer

The average person is a customer of five different financial companies

The major retail banks are best at cross-selling

Figure 3: Top 15 financial companies with highest ratio for multiple product holdings, July 2019

Trust is multi-faceted

Figure 4: Top 15 financial companies with highest ratio for trust, July 2019

Supermarket banks are best at rewarding loyalty

Figure 5: Top 15 financial companies with highest ratio for rewarding loyalty, July 2019

Insurers generally have shorter customer tenures

Figure 6: Top 15 financial companies with highest ratio for 5+ years tenure, July 2019

What’s included

Executive Summary

Full Report PDF

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Powerpoint Presentation

Interactive Databook

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• First Direct customers are most likely to recommend the brand
  Figure 7: Top 15 financial companies with highest ratio for recommending the brand, July 2019
• Bank customers want reliable and convenient access
  Figure 8: Factors that make people loyal to a particular bank or building society, July 2019
• A fair pricing policy will help insurers to foster loyalty
  Figure 9: Factors that make people loyal to a particular insurance company, July 2019
• What we think

ISSUES AND INSIGHTS
• Building brand loyalty is particularly challenging for new banks
  • The facts
  • The implications
• How can insurers improve customer loyalty?
  • The facts
  • The implications

THE MARKET – WHAT YOU NEED TO KNOW
• Open Banking injects more competition into the market...
  • ...but incumbents are responding to the challenge
• Not all newcomers will survive
• Fostering loyalty in more commoditised markets is much more difficult
• Pricing models typically used by insurers do not help the problem

MARKET CHALLENGES AND DRIVERS – RETAIL BANKING
• An evolving market but major banks still dominate
  Figure 10: Main current account provider, July 2019
• A current account is the bedrock of the customer relationship
• Many current account customers need a push to switch
  Figure 11: Satisfaction with various banking services, July 2019
• The dawn of Open Banking
• Gaining customers is one thing, making a profit out of them is another
• Barclays’ mobile app aims to offer a “one-stop-shop”
• RBS launches new standalone digital brand, Bó
• Credit card issuers scale back on rewards...
  • ...potentially jeopardising brand loyalty

What’s included
Executive Summary
Full Report PDF
Infographic Overview
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MARKET CHALLENGES AND DRIVERS – INSURANCE

- Difficult to stand out in a crowded market and engage an apathetic audience
- High levels of churn demonstrate the challenge insurers face
  
  Figure 12: Proportion of general insurance policyholders who have switched, by type of policy and length of time ago switched, September 2017
- Limited opportunity for customer interaction with the brand
- One in four home policyholders has been with their insurer for over five years
- Regulator steps in to tackle ‘loyalty penalty’
- Some insurers introduce price promises in response

COMPANIES AND BRANDS – WHAT YOU NEED TO KNOW

- 86% of UK adults are customers of one of major banking groups
- 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

LARGEST PROVIDERS BY SECTOR

- Barclays is the largest retail bank brand by customer share...
  …followed by Halifax
- TSB Bank works on restoring trust
- Tesco Bank is the largest supermarket bank
  
  Figure 13: Brand customer share – retail banks, July 2019
- LBG is the largest on a group basis
  
  Figure 14: Brand customer share shown on a group basis (top eight banking groups only), July 2019
- Monzo leads the charge among specialist and digital-only banks
  
  Figure 15: Brand customer share – specialist and digital-only banks, July 2019
- One in four UK adults holds a product with Nationwide Building Society
  
  Figure 16: Brand customer share – building societies, July 2019
- Barclaycard reigns supreme in the credit card market
  
  Figure 17: Brand customer share – credit card providers, July 2019
Aviva stands out in the crowded insurance market
Figure 18: Brand customer share – insurance companies, July 2019

28% of UK adults hold an NS&I savings product
Figure 19: Brand customer share – other providers, July 2019

NS&I has the most customers of all the brands
Figure 20: Top 30 financial brands by customer share, July 2019

The average person is a customer of five different financial companies

The major retail banks are best at cross-selling...
...and generally have the longest-standing customers
Trust is often only truly tested when things go wrong
Supermarket banks are best at rewarding customers
Customers of First Direct are most likely to recommend the brand
Insurers can improve loyalty by adopting a fair pricing policy

The average person is a customer of five different financial companies
Figure 21: Repertoire analysis – number of financial brands a customer of, July 2019

Income is a factor
Most NS&I customers hold products with at least three other financial brands
Figure 22: Top 20 financial brands based on customer share, by number of financial brands a customer of, July 2019
Seven brands account for three quarters of the single-provider market
Figure 23: Top 17 financial brands based on share of customers who hold products with a single provider, July 2019

In pursuit of greater wallet share
Some companies are better than others
Product range is a factor

What’s included
Executive Summary
Full Report PDF
Infographic Overview
Powerpoint Presentation
Interactive Databook
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Executive Summary

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Powerpoint Presentation
Interactive Databook
Previous editions

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Figure 24: Customers who hold two or more products with brand – largest 30 financial companies by customer share, July 2019

- Major banks have the highest concentration of multiple product holdings

Figure 25: Top 15 financial companies with highest ratio for multiple product holdings, July 2019

- Scope for Nationwide to increase wallet share
- Aviva is the best insurance company at cross-selling

STRENGTH OF CUSTOMER RELATIONSHIP – TRUST IN THE BRAND

- The major high street banks attract the highest levels of trust
- ...although RBS still has work to do

Figure 26: Customers who trust brand to resolve any problems – largest 30 financial companies by customer share, July 2019

- Customers of First Direct and Bank of Scotland are most likely to trust them to resolve problems

Figure 27: Top 15 financial companies with highest ratio for trust, July 2019

- It takes time to build trust

VALUED CUSTOMERS – REWARDING LOYALTY

- Most customers do not feel rewarded...
- ...or perhaps they don’t value the rewards on offer as much as providers think

Figure 28: Customers who are rewarded for their custom or loyalty – largest 30 financial companies by customer share, July 2019

- Insurers fare particularly poorly
- Supermarket banks lead the way for rewarding loyalty
- Challenger brands, Co-op Bank and TSB Bank offer no-fee reward accounts

Figure 29: Top 15 financial companies with highest ratio for rewarding loyalty, July 2019

- Starling Bank and Revolut offer extra benefits at no extra cost

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.
LENGTH OF CUSTOMER RELATIONSHIP – 5+ YEARS TENURE

- Current account providers generally have the highest concentration of long-standing customers
  Figure 30: Customers who have been with the brand for at least five years – largest 30 financial companies by customer share, July 2019
- Brands belonging to the top five banking groups have the highest tenure ratios
  Figure 31: Top 15 financial companies with highest ratio for 5+ years tenure, July 2019

POSITIVE CUSTOMER EXPERIENCE – RECOMMENDING THE BRAND

- A customer recommendation is the highest praise a brand can get
  Figure 32: Customers who would recommend the brand – largest 30 financial companies by customer share, July 2019
- First Direct has highest level of recommendation
  Figure 33: Top 15 financial companies with highest ratio for recommending the brand, July 2019

WAYS TO WIN CUSTOMER LOYALTY – BANKING

- Convenient and reliable access points are key to winning bank customer loyalty...
  Figure 34: Factors that make people loyal to a particular bank or building society, July 2019
- ...competitive interest rate and the offer of rewards also help
- 25-34 year olds are the most difficult to extract loyalty from
- Loyalty is generated through a combination of factors
  Figure 35: Factors that make people loyal to a particular bank or building society – cross-analysis, July 2019

WAYS TO WIN CUSTOMER LOYALTY – INSURANCE

- Renewal premiums heavily influence loyalty
  Figure 36: Factors that make people loyal to a particular insurance company, July 2019
- There’s no magic bullet for building loyalty
  Figure 37: Factors that make people loyal to a particular insurance company, July 2019

APPENDIX: DATA SOURCES AND ABBREVIATIONS

- Abbreviations
- Consumer research methodology
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