

THE SHIFT TO MOBILE BANKING

Great mobile and web banking services result in high customer satisfaction. But how do banks address privacy concerns?

Whether to check statements, receive balance alerts, or communicate with an advisor, customers desire convenient mobile services that they can trust.

Increasing Preference for Mobile



50%

of consumers use their mobile phone to carry out banking activities



73%

of bank bills are paid online or via mobile app



87%

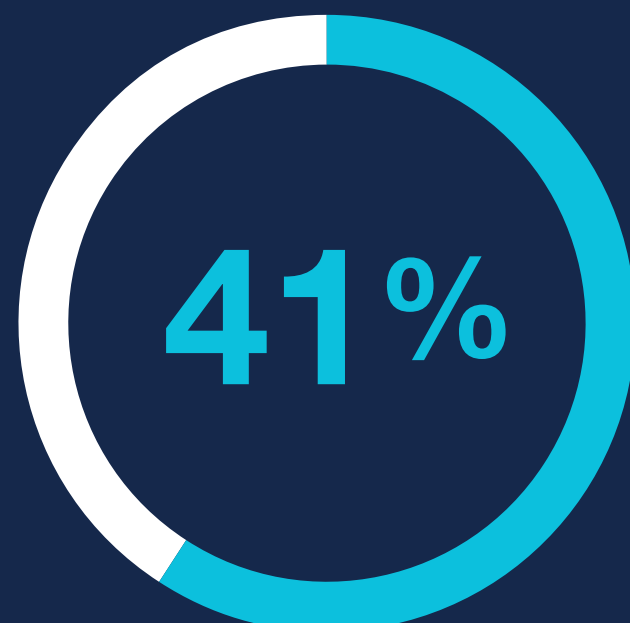
of mobile banking customers use alerts and notifications for fraud, deposits, and low balance



84%

of bank customers check their banking app at least once a week

Effect on Customer Satisfaction



of consumers say having constant access to their finances decreases their daily level of stress



Immediate lift in overall satisfaction when consumers use mobile banking



convenient



24/7 accessibility



on-demand

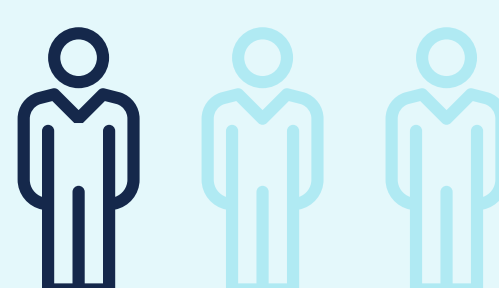
Impact on Bank Growth



MORE LIKELY TO RECOMMEND

Customers with high mobile banking satisfaction are much more likely to recommend their bank to others.

Ongoing Security Concerns LACK OF CUSTOMER TRUST



Less than 1/3 trust the security of mobile banking services

More likely to terminate a bank relationship with news about stolen financial information