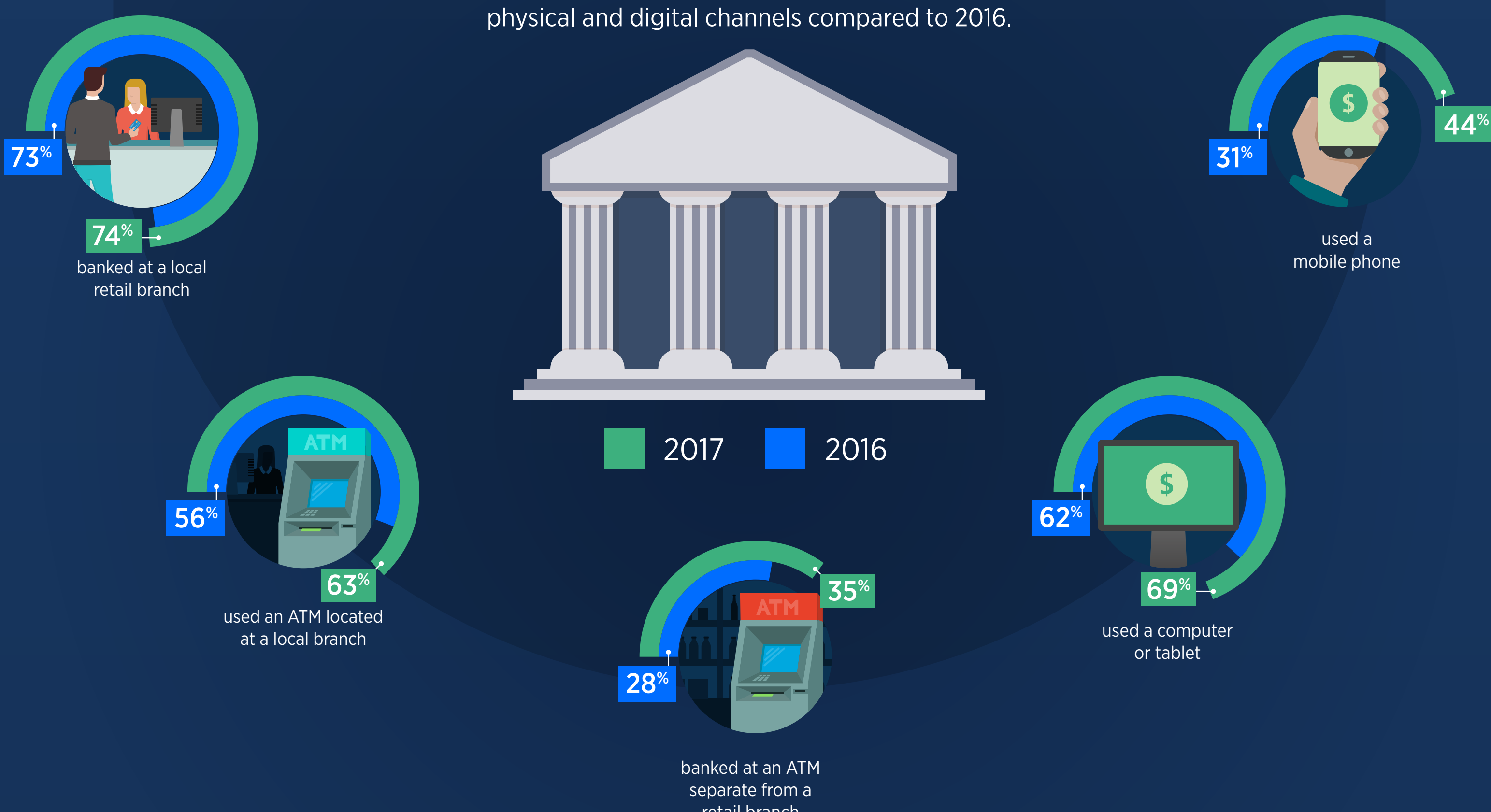


Banking on Customer Service

Why a focus on the customer experience is paying off for banks and credit unions

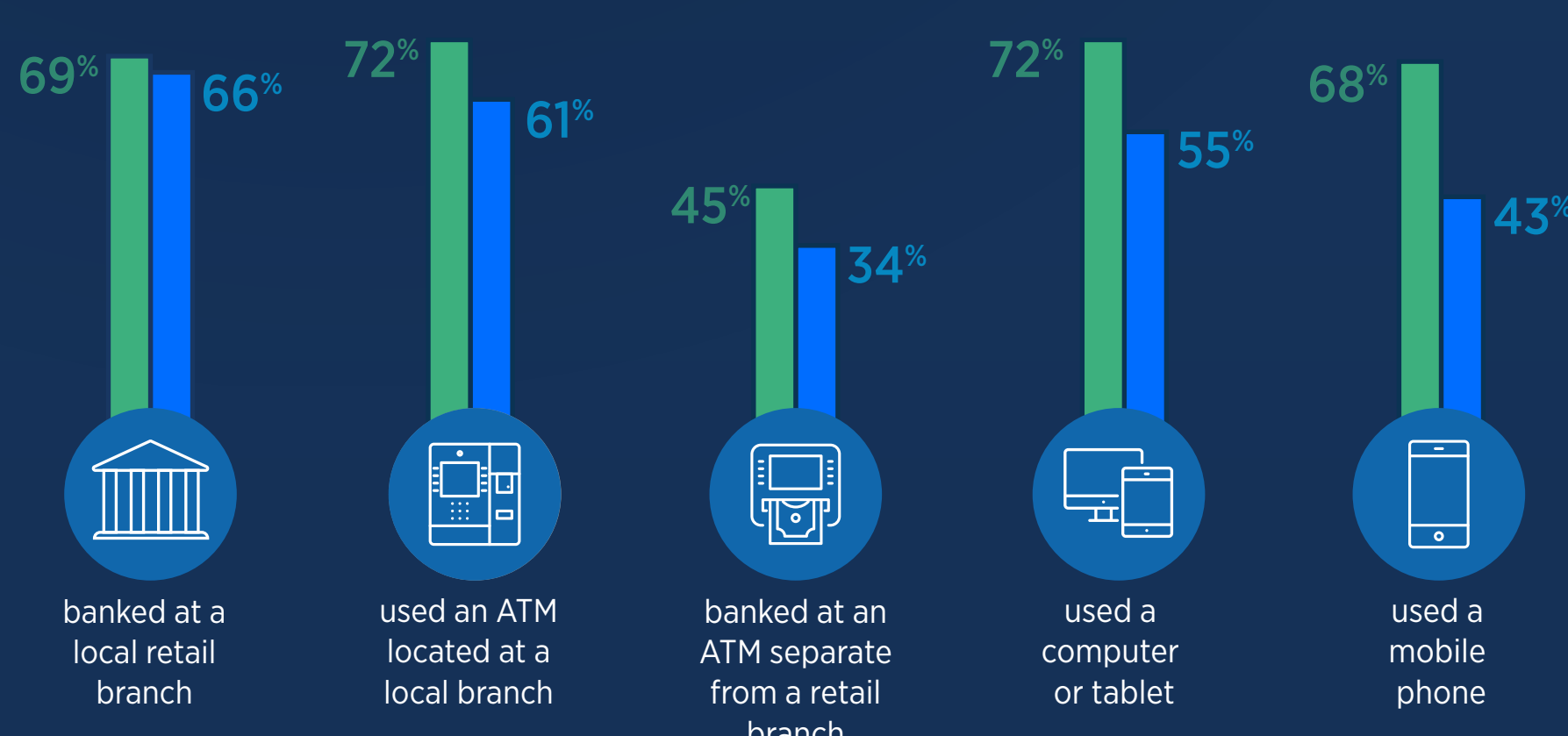
The omni-channel banking experience is king.

U.S. consumers have more options than ever when it comes to personal banking. A majority are taking full advantage by using a greater mix of physical and digital channels compared to 2016.

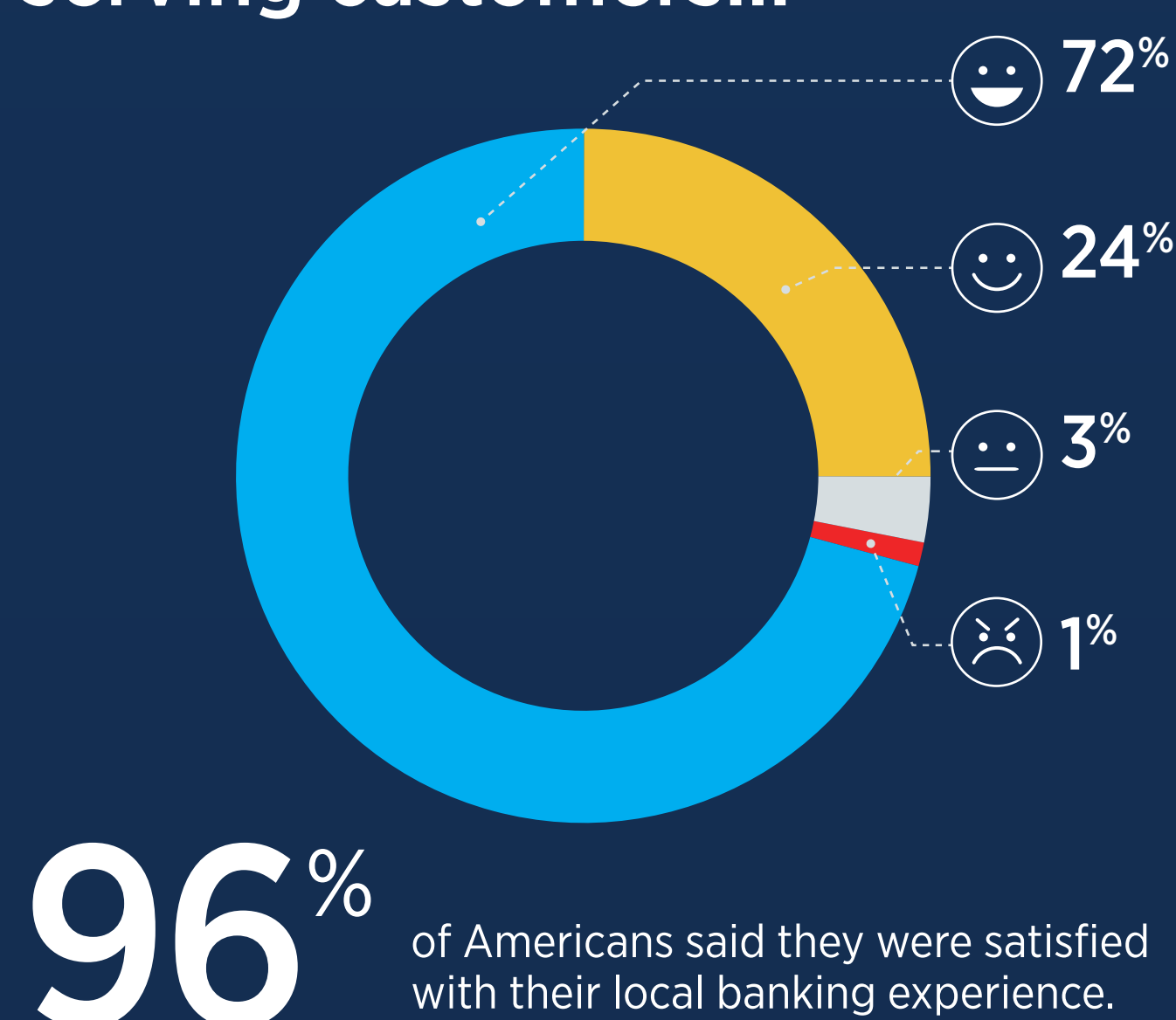


Millennials engage with banks across all channels.

Millennials (aged 18-34) continue to bank at their local retail branch and at ATMs, but also turn to mobile apps and websites more frequently for personal banking – no surprise for this digital generation!



Banks are doing a good job serving customers...



...but brand loyalty is still at risk if service isn't up to par.



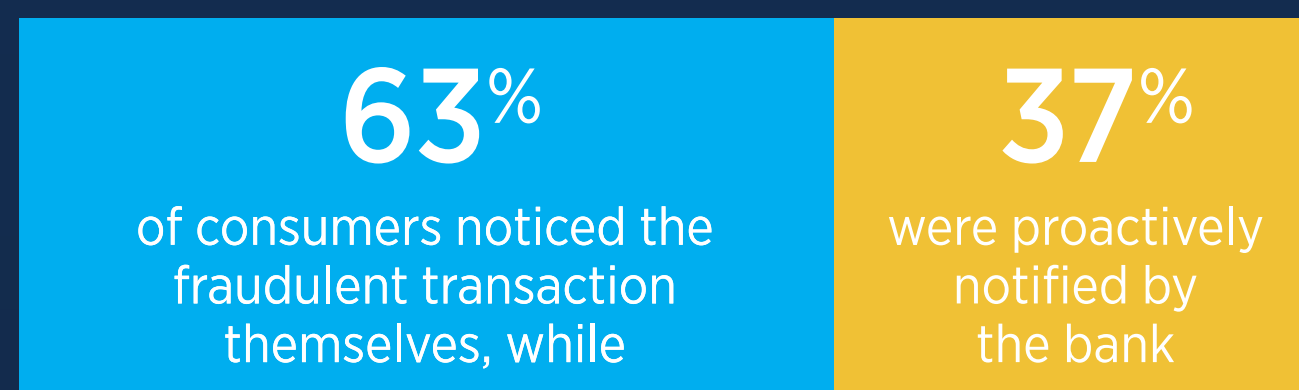
Banks get good reviews when it comes to responding to fraudulent activity, but there's room to do more.

17% of Americans experienced fraudulent bank account activity in 2017.

92% of those said they were satisfied with how their bank handled a fraudulent transaction.



Banks have an opportunity, however, to be more proactive when it comes to detecting and investigating incidents and notifying their customers.



In addition

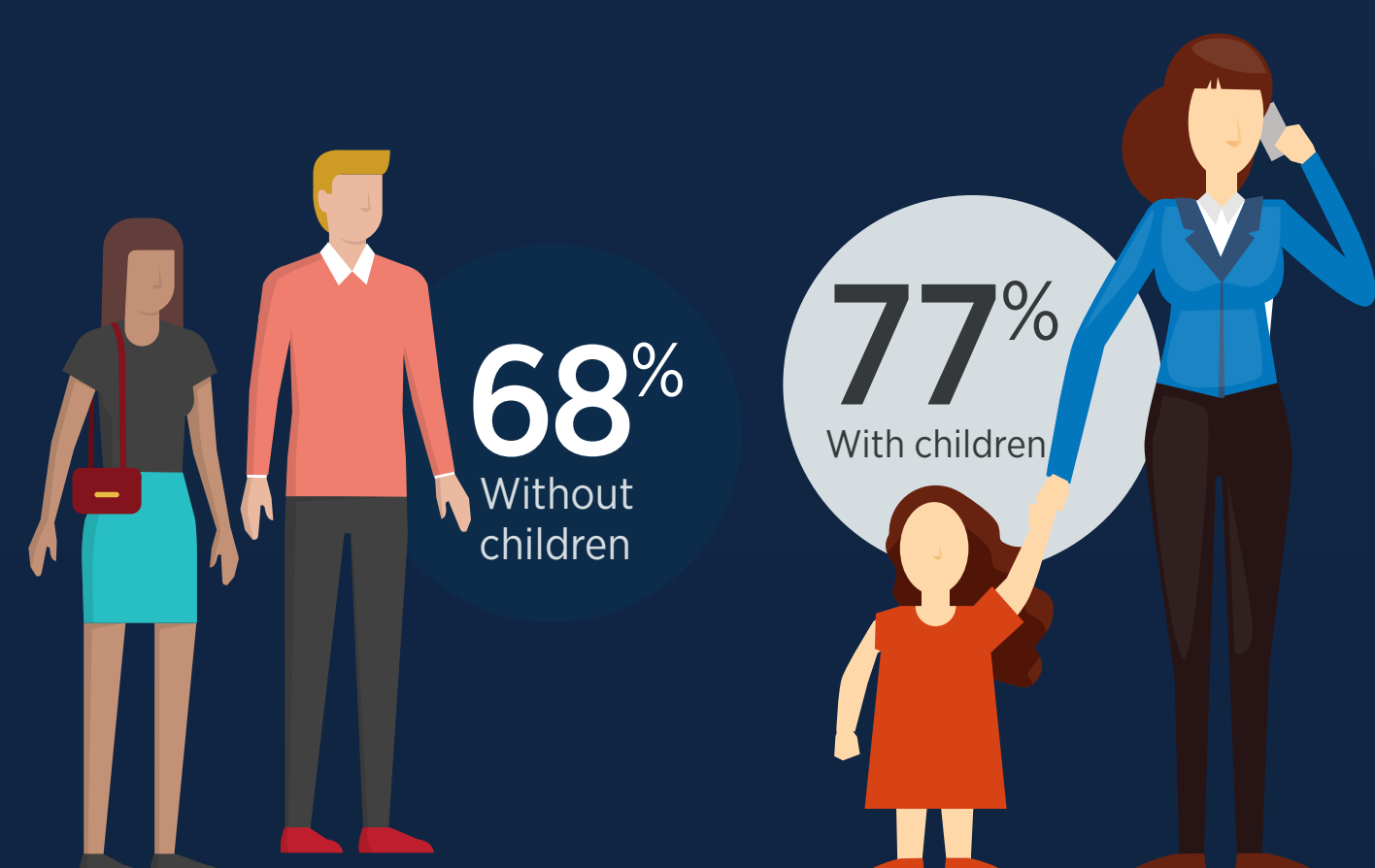
- 77%** reported only 1 or 2 incidents, however a surprising **15%** said they experienced 5 or more incidents in a 12 month period!
- 25%** said their bank used surveillance video to investigate or help resolve the incident.
- 9%** switched banks due to fraudulent activity that impacted their accounts.

Presentation is important!

Americans like their banks to be clean and tidy, and will consider making a switch if their local branch doesn't meet expectations.

Based on presentation:

70% would be inclined to switch banks. And for consumers living in households with children, that percentage jumps even higher.



Worth the wait?



46% of banking consumers think waiting more than **5 minutes** for service is unreasonable.

Millennials, however, seem to be the most patient when it comes to waiting in line, with

47% saying **6 to 10 minutes** was reasonable.

compared with

43% of consumers aged 35-54

38% of consumers aged 55+

Overall, **41%** of consumers have left their bank without conducting a transaction because of wait times.