

# CUSTOMERS NOW PREFER COMPREHENSIVE DIGITAL BANKING EXPERIENCE

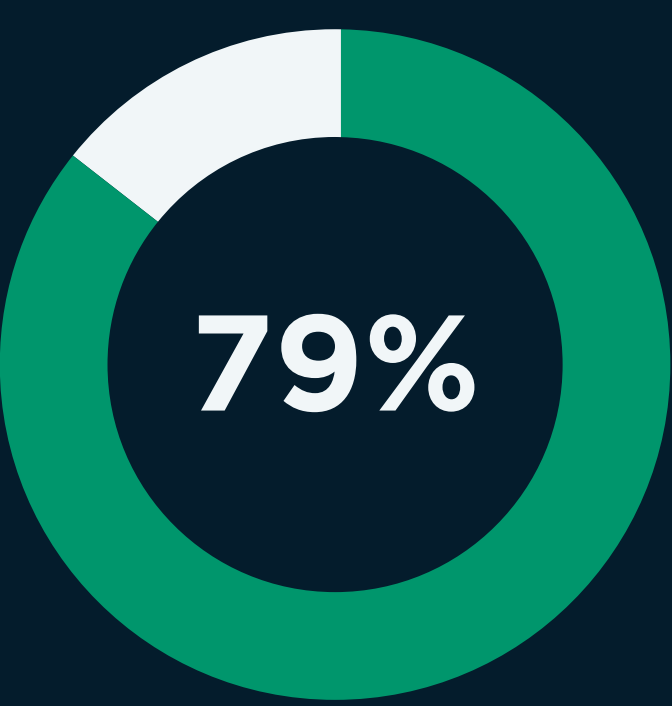


73%

of respondents to our customer survey said a completely digital experience would improve their banking experience.

Our survey confirmed that while banks might be meeting basic digital needs, customer expectations have already moved on from basic functionality to next generation digital experiences.

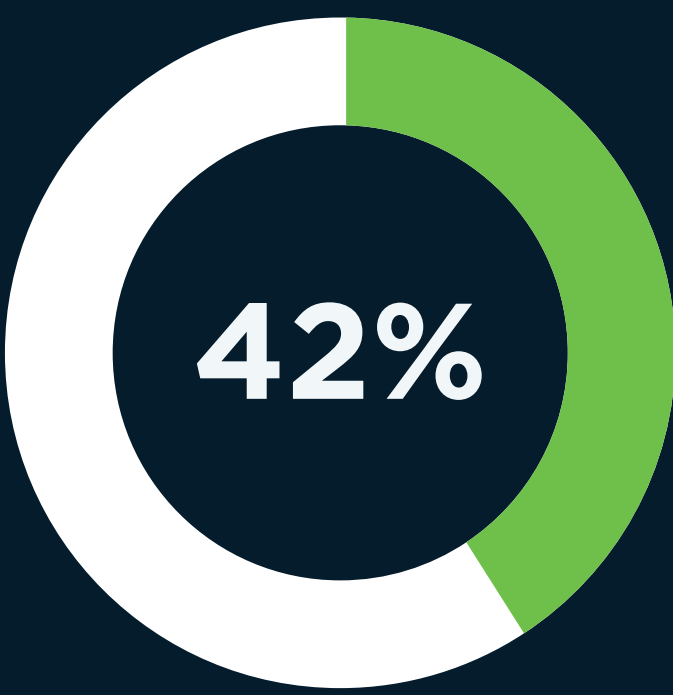
## Where banks are succeeding:



In aggregate, executives last year ranked their institutions' **digital maturity** at 79%, while the vast majority of **customers reported being very satisfied with their bank's basic mobile and online functionality.**

## Where are they falling short?

Banks are achieving high marks—but for only a limited and basic set of capabilities.



Looming over it all is the **surge of non-traditional players and Fintechs**, who are already providing services to 42% of customers we surveyed, **with satisfaction levels on par with their legacy counterparts—and better when it comes to mobile capabilities.**

## The bottom line?

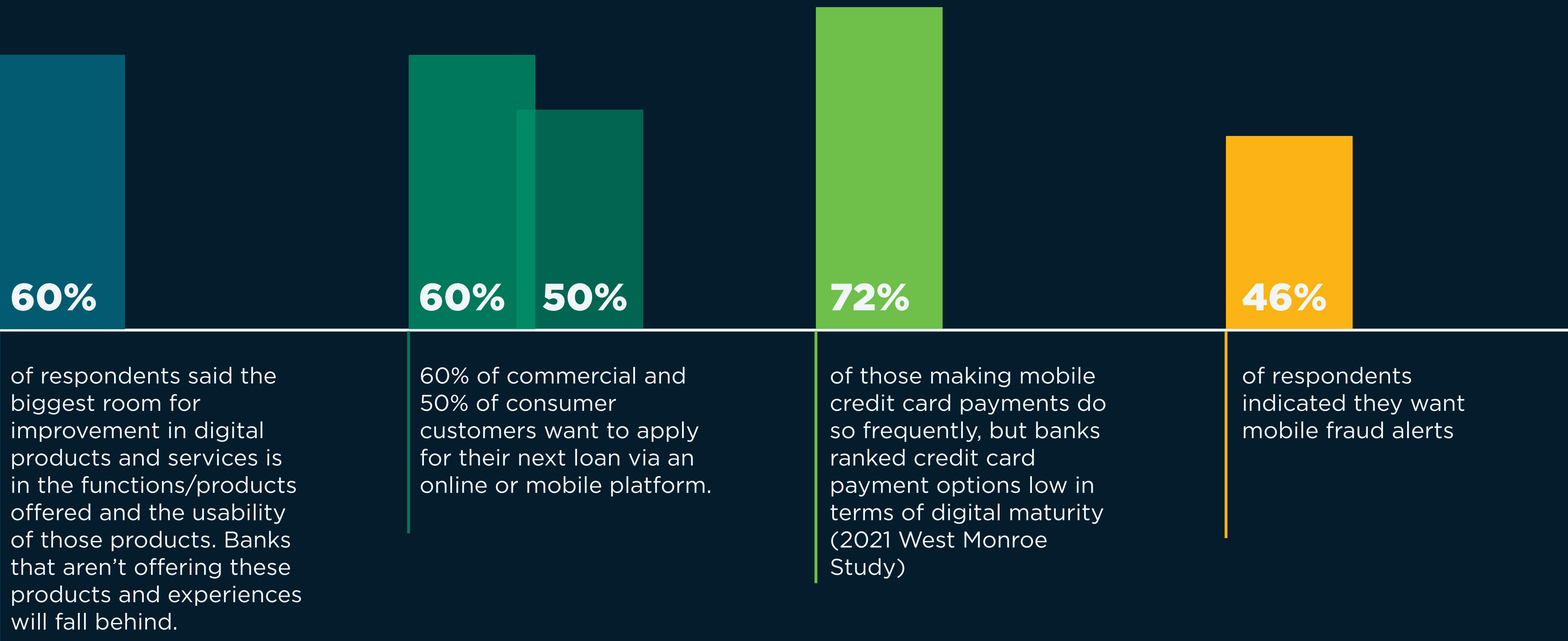


**Customers may be satisfied now, but 50% of respondents said they would switch banks for a better experience. Banks must move beyond basic digital functionality to stay competitive.**

## What is basic functionality?

A deeper look shows that the digital functions used most frequently with high customer ratings are relatively basic: **checking account balances, transactions, and statements; transferring funds from account-to-account, bank-to-bank, or person-to-person; and paying bills.**

## Where banks can make improvements— and what customers want next:



**To stay ahead of digital-first rivals in a changing marketplace, banks need to move beyond the basics they've mastered and stake new ground.**

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