

2019 ACCENTURE GLOBAL FINANCIAL SERVICES CONSUMER STUDY

North America Results

SEE SIMILARITIES TO UNDERSTAND DIFFERENCE.

How can banks meet customers' demand for integrated propositions, tailored offerings and personalized services? It helps to know what brings your consumers together, and what sets them apart. Here's what we learned about consumers in your region.

WHO ARE NORTH AMERICA CONSUMERS?

We surveyed **5,000 financial services customers from North America** and found Traditionalists to be the largest group. Majority of respondents are from the Gen X age group.

Persona breakdown	North America	Total	Age group	North America	Total
Pioneers Risk takers, tech-savvy and hungry for innovation	17%	23%	Gen Z	6%	6%
Pragmatists Ubiquitous, trusting and channel agnostic	27%	23%	Gen Y	23%	27%
Skeptics Tech-wary, dissatisfied and alienated	19%	33%	Gen X	26%	29%
Traditionalists Value human touch, tech-avoiders and losing trust	37%	21%	Baby Boomers	24%	22%
			Senior Citizen	21%	16%

North America respondents = 5,000; Total respondents = 47,000

WHAT DO NORTH AMERICA CONSUMERS PRIORITIZE IN BANKING?

1. They are interested in integrated propositions from financial and non-financial vendors around a core need.

North America	Total	North America	Total	North America	Total
44%	50%	34%	42%	42%	52%
Interested in personal financial management service		Interested in end-to-end home buying services		Interested in home-care propositions	

2. Customers show strong interest in personalized services, such as alerts when close to bank overdraft.

North America	Total	North America	Total	North America	Total
57%	60%	56%	61%	50%	59%
Interested in alerts when close to bank overdraft		Interested in offers and perks based on where I shop most often		Interested in alerts about upcoming direct debits	

3. Consumers are prepared to share data in exchange for better advice and deals.

North America	Total	North America	Total
83%	83%	72%	76%
Willing to share data to receive more competitive/lower prices		Willing to share data to receive personalized offers based on current location	

ACT NOW

Are your customers sharing their data with you? Can you create stronger incentives to encourage more sharing? Using analytics, convert consumer data into actionable insights that help you build personalized offers targeted to your customer segments.



4. Customers value in-branch and face-to-face interaction and want banks to integrate digital and physical channels.

Have a positive experience when I visit my bank branch	Favor face-to-face with banks	Want to see banks blend physical and digital services			
North America	Total	North America	Total	North America	Total
71%	57%	66%	66%	50%	59%

ACT NOW

Focus on giving your customers a seamless, cost-effective, omni-channel experience. Physical channels can be developed into 'experience hubs', mixing digital transactions with face-to-face services.



5. Customer trust is high, but majority ranked data breach as one of the top reasons to switch providers.

Trust banks to look after their data	Trust banks to look after their financial well-being	Ranked data security concerns as one of top three reasons to leave their current provider			
North America	Total	North America	Total	North America	Total
86%	81%	80%	77%	41%	38%

ACT NOW

Take steps to bolster your data security—then communicate those security measures through all consumer touchpoints.



About the research

We surveyed 47,000 respondents across 28 markets including Australia, Brazil, Canada, Chile, China (mainland) France, Germany, Hong Kong (SAR), Indonesia, Italy, Japan, Netherlands, Singapore, Spain, Sweden, Thailand, the United Kingdom and the United States.

Respondents were consumers of banking and insurance; they were required to have a bank account and an insurance policy. Respondents covered multiple generations and income levels. The fieldwork for the survey was conducted during May and June, 2018.

Find out more about the global study
www.accenture.com/FSConsumerStudy2019