

2019 GLOBAL FINANCIAL SERVICES CONSUMER STUDY

VIDEO TRANSCRIPT

Every customer is unique,

But to understand their differences, you first need to see their similarities.

Accenture's 2019 Global Financial Services Consumer Study surveyed 47,000 customers to answer the question:

What do people really want from their banks and insurers?

This is what they said.

They want the personal touch, with services that are shaped to their lifestyle and anticipate their needs.

They want financial and non-financial providers to join forces with integrated offerings.

Such as home-buying packages that include a mortgage, home insurance coverage, and an additional loan for furnishings, all-in-one.

They're willing to share data in exchange for better advice and better deals,

Such as banking apps that send personalized offers based on their locations and habits,

Or access to fast-tracked claims settlement in return for sharing data.

They want the digital and physical to work seamlessly,

Whether it's face-to-face advice, chatbots or virtual reality consultations – they want it to feel like one experience.

And their trust in banks and insurers is high, with 77% trusting their bank and 68% trusting their insurer with their long-term financial well-being.

But that's just the beginning. Our research has uncovered four customer personas that will give banks and insurers a head start on the path to personalization.

Because to serve customers' unique needs, you've got to discover the patterns in their personalities.

Download the report today.