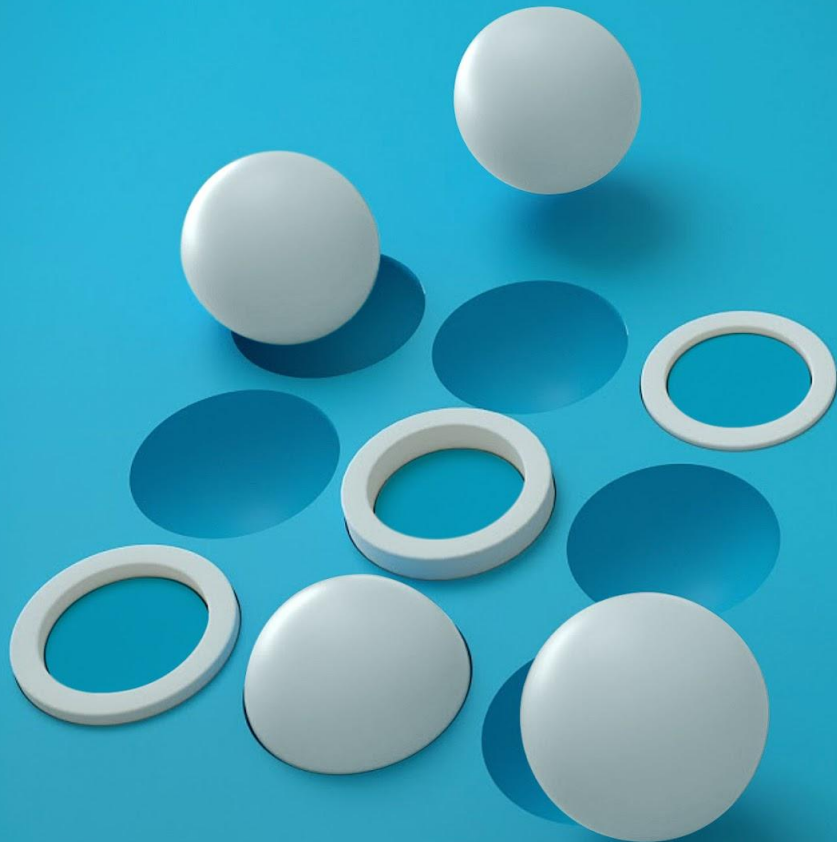




Plaid Member Experiences Research

Robert A. Schultz, UX Researcher

Report, September 2022



Key Research Questions



- How do members approach linking (or not linking) accounts with SoFi via Plaid? What's stopping them from linking?
- What do they expect from SoFi once they've connected accounts?
- How do they think we use their data once they've linked?
- To what extent to our members trust SoFi and Plaid with their personal data and external accounts? Do they believe Plaid is reputable?
- What are members' greatest concerns about linking accounts, and how can we make them feel more comfortable about the process?
- What are members looking for from the action of linking accounts?

Note: Research was conducted as part of the broader Value or Data Research initiative in Q2 2022. [The Value of Data Research Report](#)

Getting Data Right = GYMR

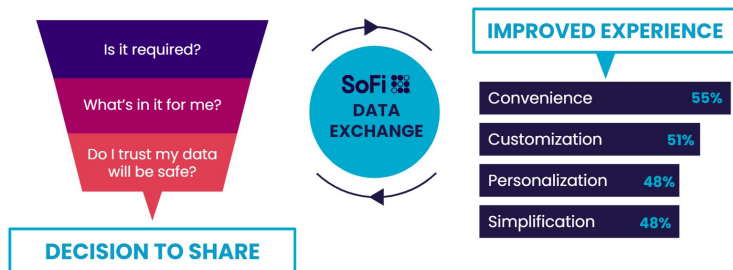
Assessment
of tradeoffs

61%

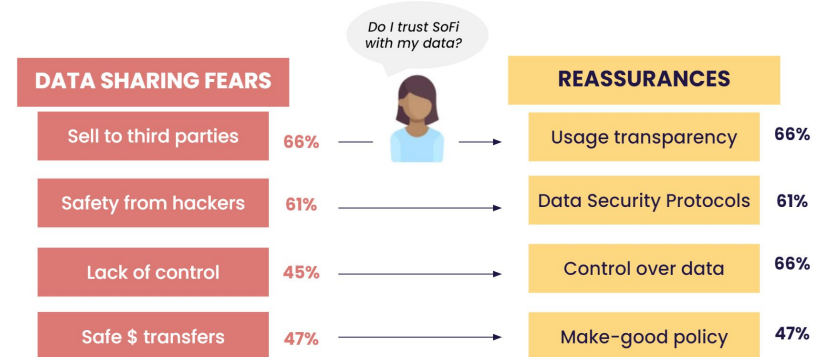
of members expect SoFi to
use their information to
provide recommendations
to improve their finances

Proving our
trustworthiness

Willingness to share data = Reward - Risk



Our trustworthiness with data is constantly being evaluated



Source: The Value of Data Survey, Q9: What are the factors that you consider when determining whether or not to trust a company with your personal information? Q12: What, if anything, do you expect to receive in exchange for sharing personal information?

Source: The Value of Data Survey, Q21: Which of the following would make you more comfortable to know before sharing your information [with SoFi]? n=1265; Q9: What are the factors that you consider when determining whether or not to trust a company with your personal information?

Executive Summary

Key Findings



1

Plaid is important to the SoFi experience, Relay Insights, and therefore **growing our members**

- However, many* **have not linked accounts** via Plaid due to security and technical issues
- 1 in 4 were unable to link accounts due to an error, and 1 in 5 because their bank wasn't listed
- Members are worried about data sold to third parties (33%) or being stolen by hackers (31%)

2

Trusting Plaid to protect data is important to members linking accounts, and only **31% trust Plaid**

- 90% of those who trust Plaid completely have linked accounts, vs. 46% who don't trust at all
- There is **hesitancy to linking accounts**. Those who have used Plaid are 6x more likely to connect accounts with SoFi

3

Members who have successfully linked accounts with Plaid to SoFi are **relatively satisfied (58%)**

- But many members are uncomfortable with the process and are looking for ways to make it more comfortable

*Internal data shows that a majority of SoFi users have not made a Plaid connection with SoFi

Why is Plaid important to SoFi?



**FUNDING
ACCOUNTS
CAN HELP
GROW
DEPOSITS**

Many new Money
Accounts don't get funded
when members open a
new account

**CRITICAL TO
MEMBER
GROWTH VIA
RELAY**

Relay drives 38%** of new
member growth, which is
critical to X-Buy

**MEMBERS
WANT &
EXPECT
OUR HELP**

61% of members expect
SoFi to use their
information to provide
recommendations to
improve their finances*

*Source: The Value of Data Survey. Q12: What, if anything, do you expect to receive in exchange for sharing personal information with companies online?

**Source: Relay BU Bi-Weekly Deck 9/21: https://docs.google.com/presentation/d/1ImBb8fvSEnEI5KHHvMlfvC6nstKwh9Oyvxo1lfhOsew/edit#slide=id.g15ae986e4a1_0_319

There is a relationship between Trust in SoFi and linking accounts via Plaid



Members who linked Plaid...

47%

Trust **SoFi**
completely to
safeguard their data

vs.

vs. did NOT link Plaid...

37%

Trust **SoFi**
completely to
safeguard their data

Of those who connected Plaid, the primary reason was for setting up **Relay Insights (21%)**

The Value of Data Survey. Q3: To what extent would you say you trust SoFi to safeguard your personal information / data?

Members want to know that the benefits of linking Plaid outweigh the potential risks...



CONVENIENCE

"I have linked my accounts in the past to other financial institutions for purposes of **ease of transferring money, ease or speed of getting money.** All of those things, again, have a benefit to me."

SIMPLIFYING

"The potential benefit, of course, is that you don't have to manually type in routing and checking numbers. You don't have to initiate a bill pay. So it actually makes the process more **seamless and fluid**, but at the cost of significant privacy and security."

SECURITY

"I used Plaid to link my bank accounts pretty frequently, actually. And I really like the process. **I feel like it's secure. I feel like I am being asked to give permission to link the accounts.** I'm being prompted to enter in login information."

HOLISTIC

"I think the potential benefit is having these things linked to so that **all of your financial information is kind of being shared** across the board."

There are several Plaid issues for us to resolve



ERROR LINKING ACCOUNTS

1 in 4 members who didn't link accounts were unable to do so due to an error in the process of linking

FAMILIARITY WITH HOW PLAID WORKS

Increases likelihood of **linking accounts with SoFi by 19x**. We need to educate our members about the process & familiarize them with Plaid

MEMBERS ARE CONCERNED ABOUT DATA BREACHES

33% are worried their data will be sold to 3rd parties.
32% are worried about hackers

1

Improve messaging around **broken Plaid connections**, articulate as a benefit

2

Be **transparent** and **educate** members on Plaid & SoFi security policies (no 3rd party selling, 2FA, etc.)

3

Show the benefits of linking accounts (e.g. highlight Relay insights) to **build confidence** and encourage future behaviors

4

Focus on getting members to **successfully linked state** by offering support proactively and when errors arise

5

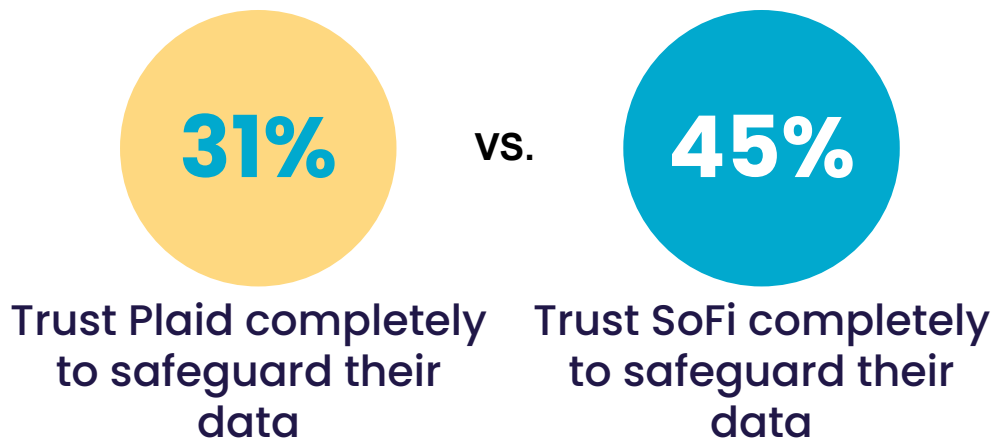
Give members **control and holistic visibility** into accounts linked via Plaid

Detailed Findings

Plaid is an important part
of the SoFi experience

Trust is critical for
financial institutions,
especially as it relates to
sharing personal data

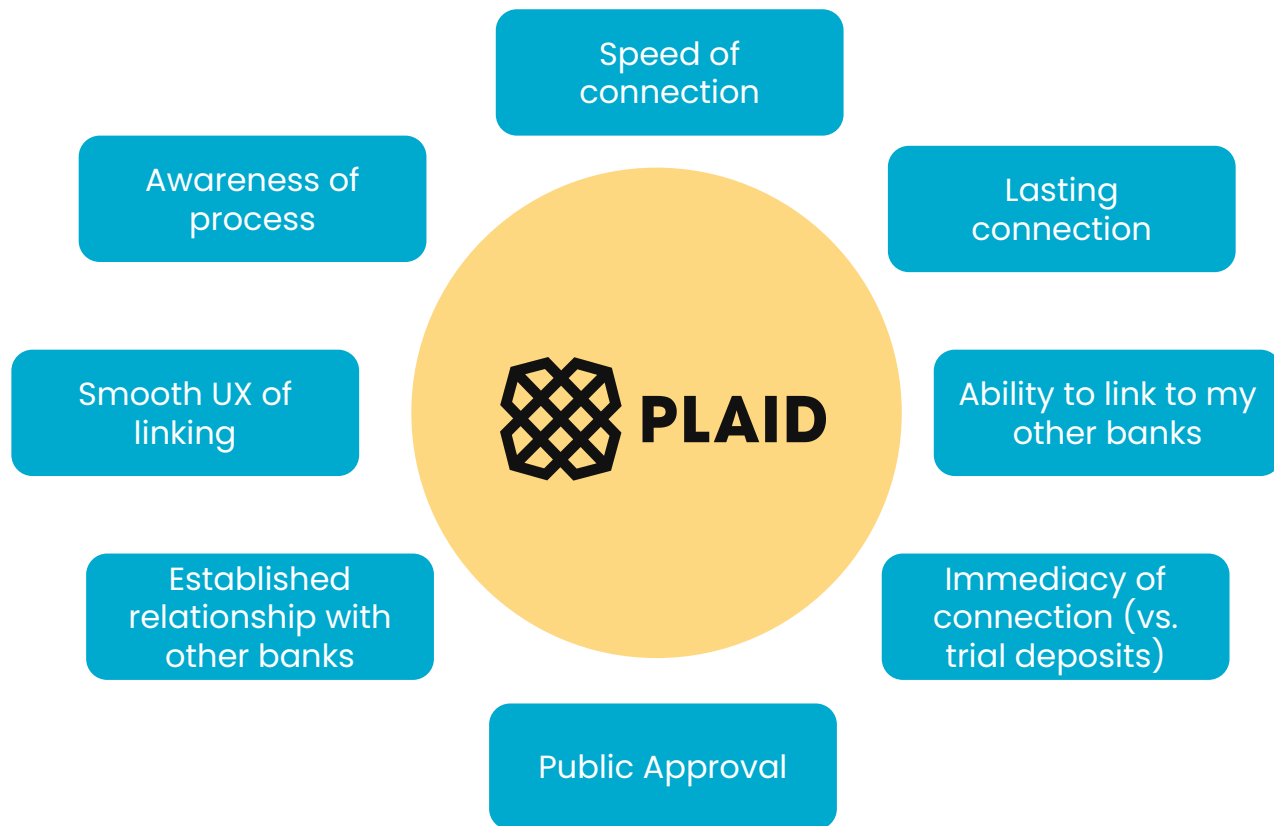
Members who trust Plaid to keep their data safe are more likely to have linked accounts to SoFi



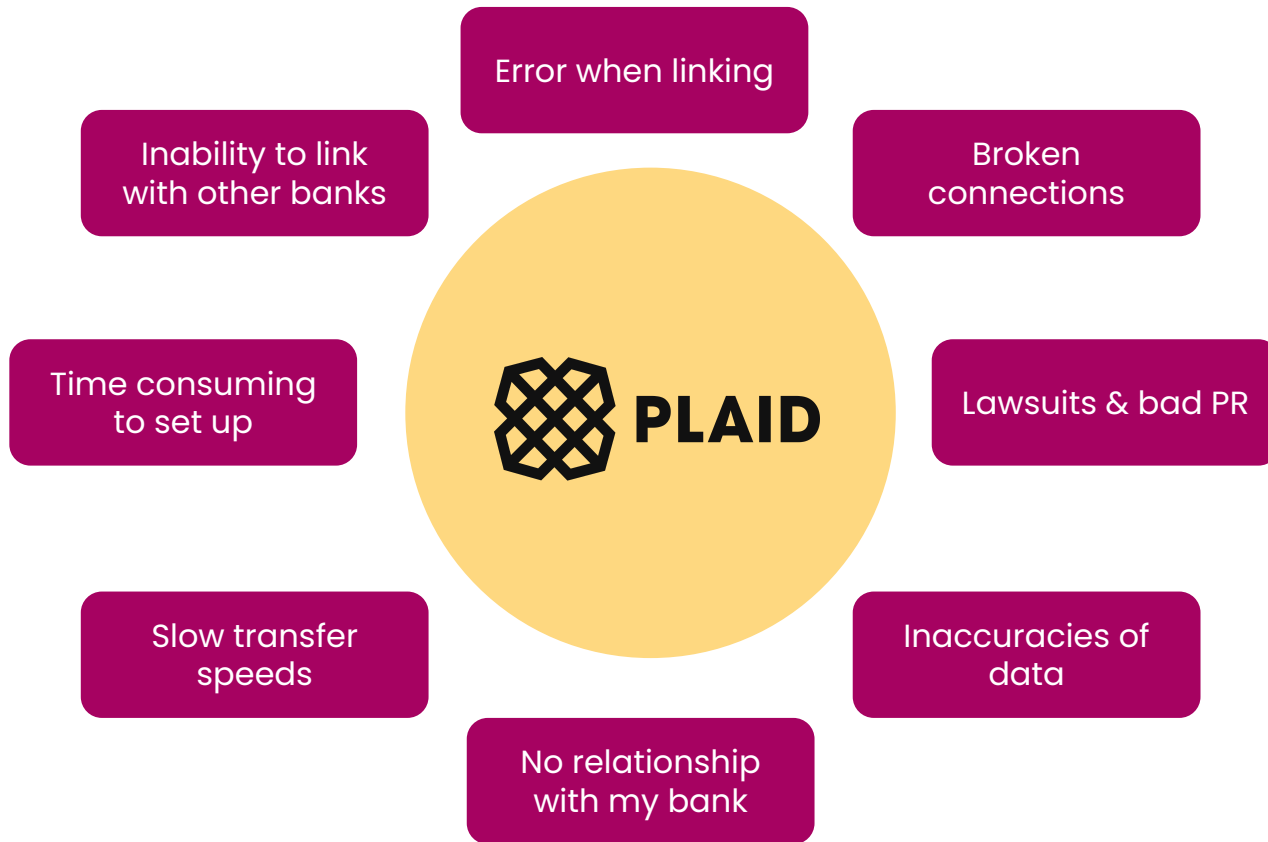
Those who trust Plaid completely with their data are more likely to have linked external accounts to SoFi (90%, vs. only 46% of those who don't trust Plaid at all)

The Value of Data Survey. Q3: To what extent would you say you trust SoFi to safeguard your personal information / data?

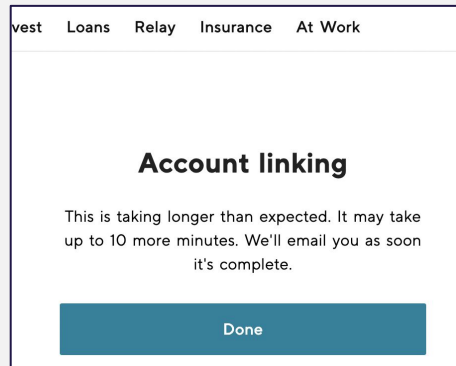
What indicates Plaid is trustworthy with data? SoFi



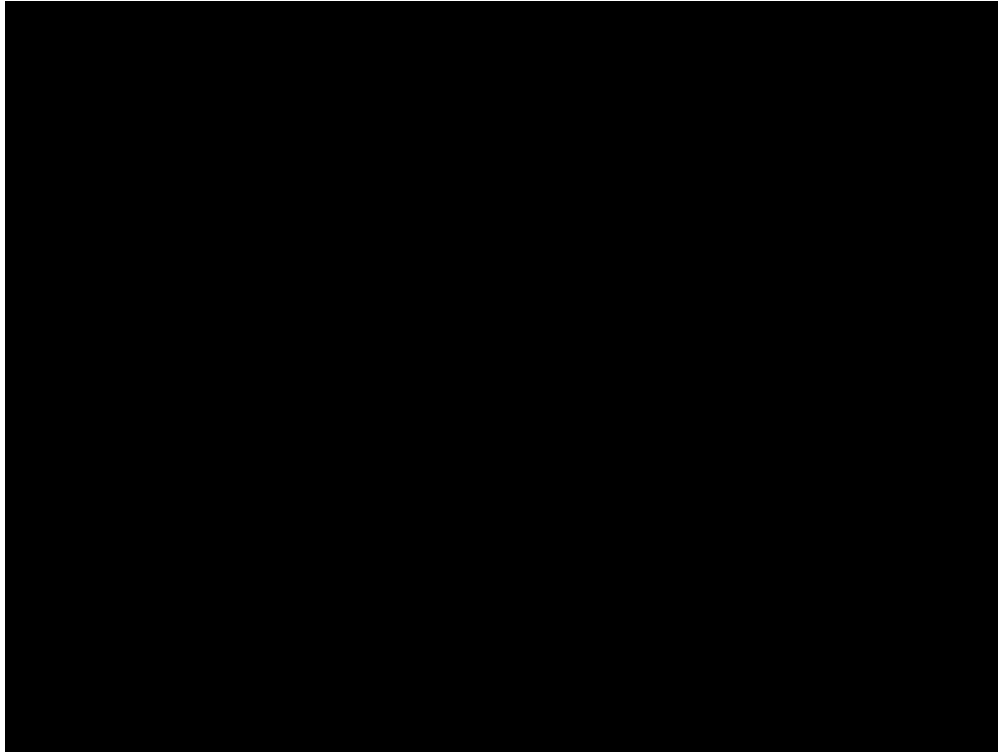
What indicates Plaid isn't trustworthy?



**To grow our members, we
need to fix Plaid issues
and demonstrate the
benefit of linking**



Members surface numerous pain points related to Plaid in the Bank onboarding process



Source: Money Onboarding (Application) Research, interview notes and recordings [here](#). n=10 prospects (June 2022) [Bank Onboarding Deck here](#)

The key reason for not linking accounts are errors that prevent the Plaid connection



26%

19%

13%

10%

of members didn't proceed with linking accounts via Plaid due because...

Experienced an **error** preventing them from linking

External bank doesn't allow Plaid to connect accounts

Were **worried about sharing** financial information with Plaid

Don't know what Plaid is

Source: The Value of Data Survey. Q30: Which of the following best describes the reason why you did not proceed with linking your external accounts to SoFi via Plaid. (n = 585)

Most member fears related to Plaid have to do with external players – hackers and third parties



33%

32%

31%

of members have a fear about...

**My data will be
sold to third
parties**

**My identity will be
stolen by hackers**

**My data will be
stolen by hackers**

22% are worried about data being misused by Plaid, vs. 9% who worry about data being misused by SoFi

Members who linked Plaid are MORE worried about hackers than those who did not link Plaid

The Value of Data Survey. Q26: Which of the following best describe your greatest fears or concerns when it comes to linking accounts through Plaid with SoFi?

Past experiences influence the likelihood of linking accounts via Plaid

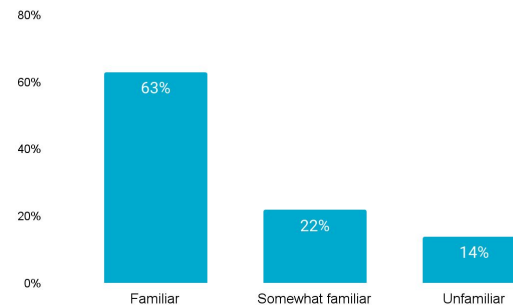


Of those who have successfully linked accounts to SoFi via Plaid are

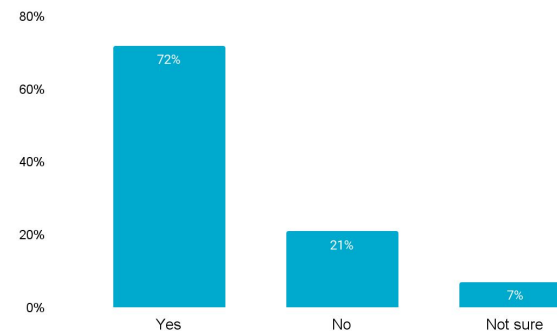
~19x more likely to have stated they are **familiar** with how Plaid works

~6x more likely to have **seen or used Plaid** previously in the past

Familiarity with how Plaid works



Have used or seen Plaid prior to SoFi



The Value of Data Survey. Q22 – How familiar would you say you are with how Plaid works? Q23 – Have you used or seen Plaid prior to encountering it with SoFi?

We can make linking Plaid more comfortable by anticipating problems and being transparent



50%

47%

47%

40%

of members would feel more comfortable linking accounts via Plaid ...

**Data security
protocols (e.g.
2FA)**

**Make-good policy if
something goes
wrong**

**Transparency
around what the
data is used for**

**Control over when
to provide or take
away the data**

The Value of Data Survey. Q27: Which of the following examples, if any, would make you feel more comfortable linking accounts through Plaid with SoFi?

Linking Accounts via Plaid involves an assessment of tradeoffs between risk and benefit



Appendix

Key Findings



1

Plaid is important to the SoFi experience, Relay Insights, and therefore **growing our members**

- However, many* **have not linked accounts** via Plaid due to security and technical issues
- 1 in 4 were unable to link accounts due to an error, and 1 in 5 because their bank wasn't listed
- Members are worried about data sold to third parties (33%) or being stolen by hackers (31%)

2

Trusting Plaid to protect data is important to members linking accounts, and only **31% trust Plaid**

- 90% of those who trust Plaid completely have linked accounts, vs. 46% who don't trust at all
- There is **hesitancy to linking accounts**. Those who have used Plaid are 6x more likely to connect accounts with SoFi

3

Members who have successfully linked accounts with Plaid to SoFi are **relatively satisfied (58%)**

- Our greatest opportunity is to make linking accounts more comfortable for members

*Internal data shows that a majority of SoFi users have not made a Plaid connection with SoFi

Objective and Methodology



Research Objectives

Understand the value exchange of data with our members. Specifically –

- Identify the factors that impact the level of trust related to SoFi's data usage, according to both members and non-members, and what SoFi can do to overcome potential barriers to trust.
- Understand how members approach linking (or not linking) accounts with SoFi and what are their expectations around how SoFi uses the data they connect.
- Understand trust and relationship that members have around using Plaid to link external accounts to SoFi

Methodology

Research was conducted as part of the [Value of Data](#) research conducted in Q2 2022

1. **Survey launched to 67,907 registered users & members** – between July 8th – 15th
 - 1,207 total completes
1. **Member Interviews** – (9 participants) July 11th – 18th
 - Interviews were conducted with members who had replied to the survey and agreed to do future follow up

Those who successfully linked Plaid are generally satisfied with their linking experience



63%

Familiar with how Plaid works

45%

Very **Comfortable** linking their external accounts via Plaid

58%

Very **Satisfied** with their Plaid linking experience

Our greatest opportunity is to make linking more comfortable for members. Then, members will be more likely to link accounts

Source: The Value of Data Survey. Q28 How satisfied are you with the process of linking accounts to SoFi using Plaid? (n=944). Q8 To what extent would you say you are comfortable or uncomfortable linking external financial accounts to SoFi via Plaid? (n = 1,211). Q22 - How familiar would you say you are with how Plaid works? (n = 1,214)

Those who are very comfortable sharing data with SoFi are more likely to have linked accounts via Plaid



8%

Only 46%
have
successfully
linked Plaid

42%

50%

69% have
successfully
linked Plaid

Are not very
comfortable sharing
data with SoFi

are somewhat
comfortable

are very comfortable
sharing data with SoFi



11%

43%

45%

Are not very
comfortable sharing
data with Plaid

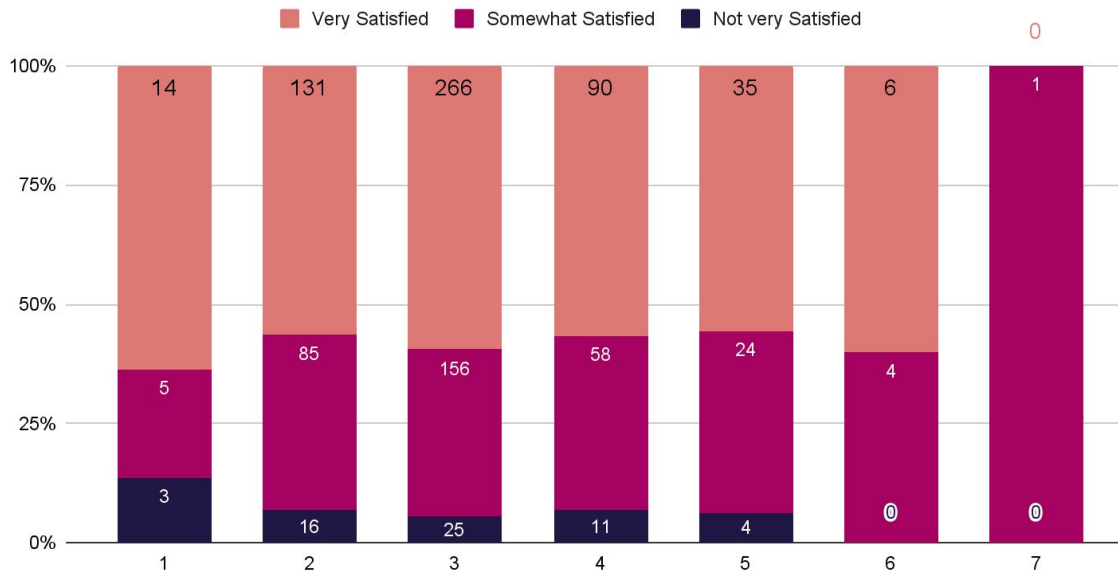
somewhat comfortable

are very comfortable
sharing data with Plaid

Of those who linked, number of SoFi products has little impact on satisfaction with Plaid



Number of SoFi products and Satisfaction with Plaid



*Number of open products of respondents who successfully linked Plaid and SoFi - No statistical testing conducted based on sample size of number of products

Relay members are slightly more comfortable linking external accounts to SoFi compared to other members



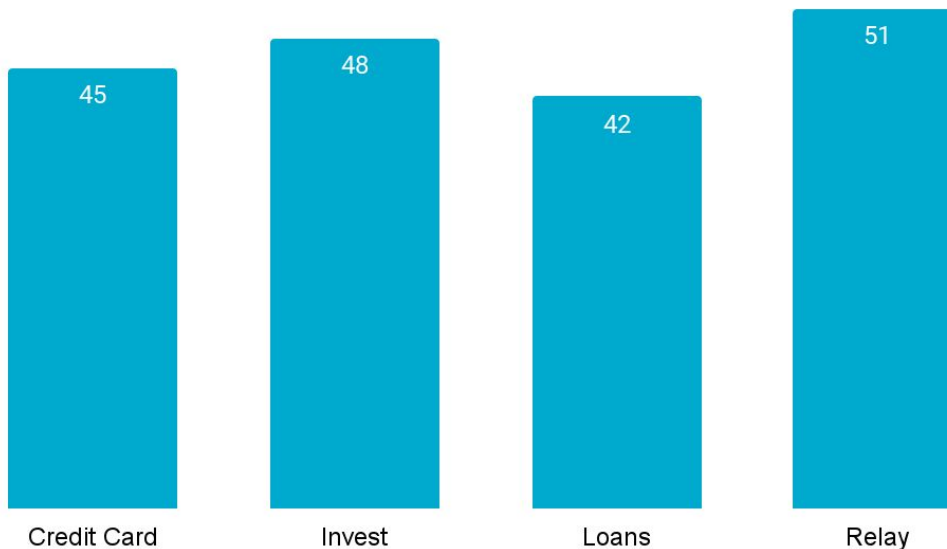
% that report Very Comfortable

60

40

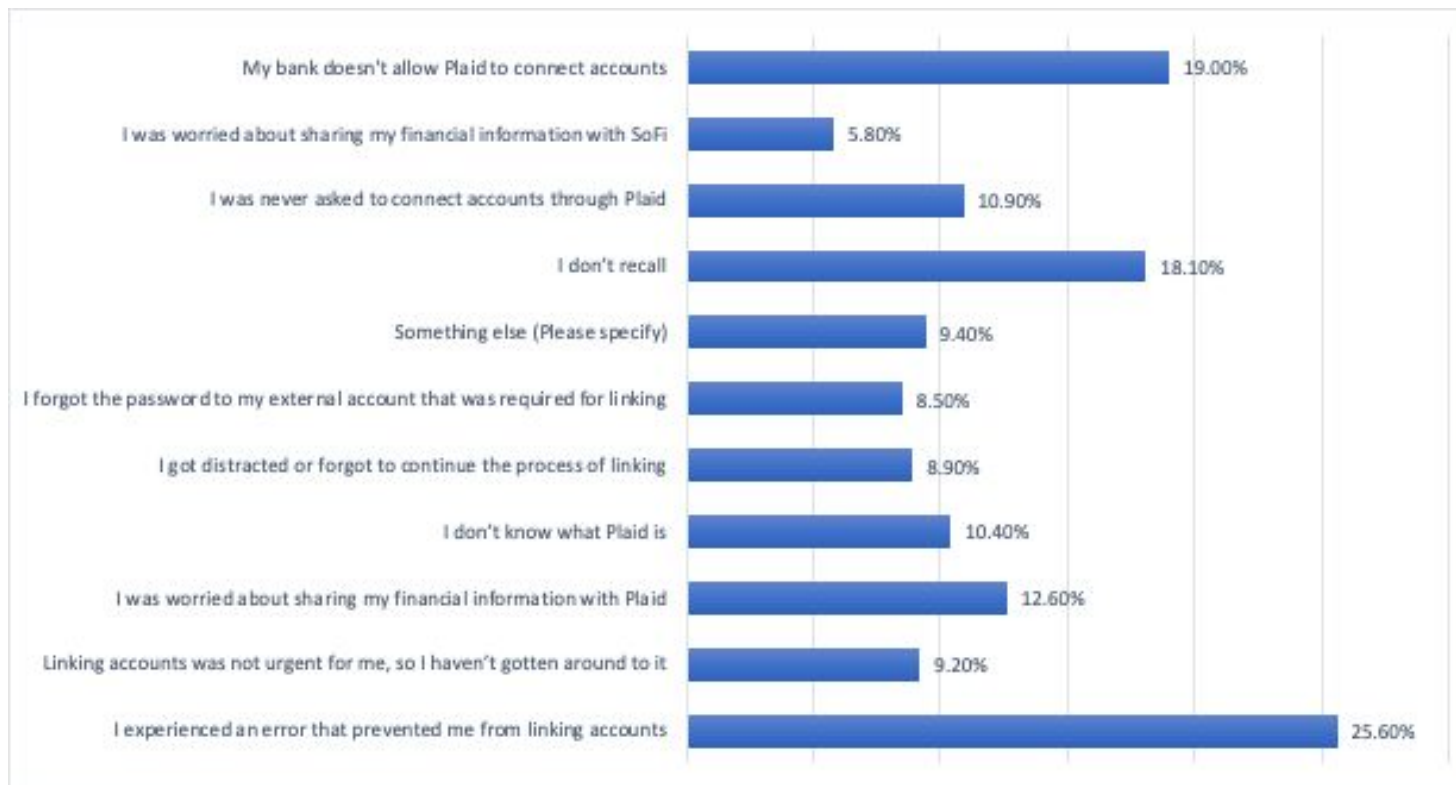
20

0



Q25 - To what extent would you say you are comfortable or uncomfortable linking external financial accounts to SoFi via Plaid?

Reasons why members don't link



Source: The Value of Data Survey. Q30: Which of the following best describes the reason why you did not proceed with linking your external accounts to SoFi via Plaid. (n = 585)

Income and FICO

Expected Household Income



Current Credit Score



*Self Reported from Survey



Thank you