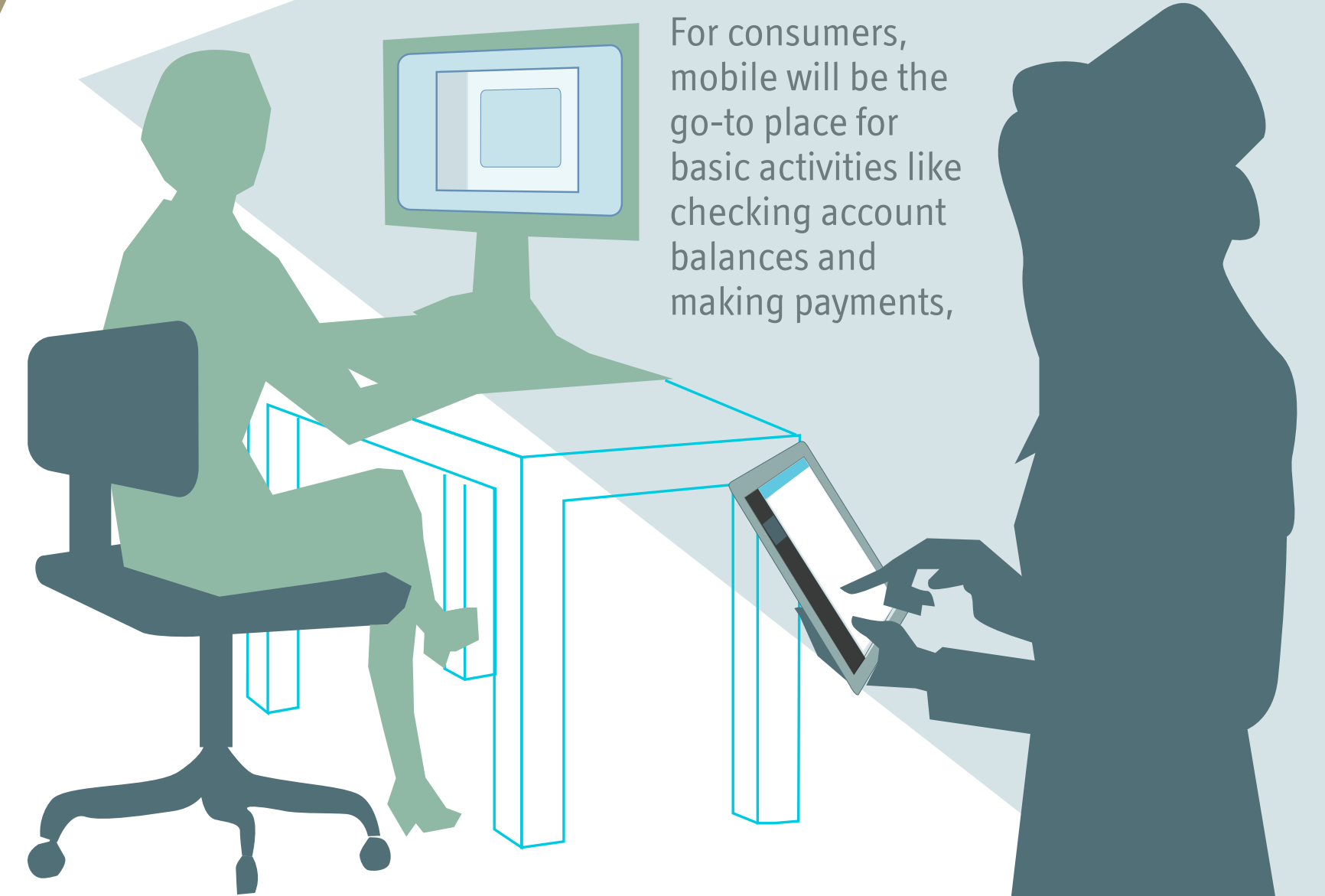
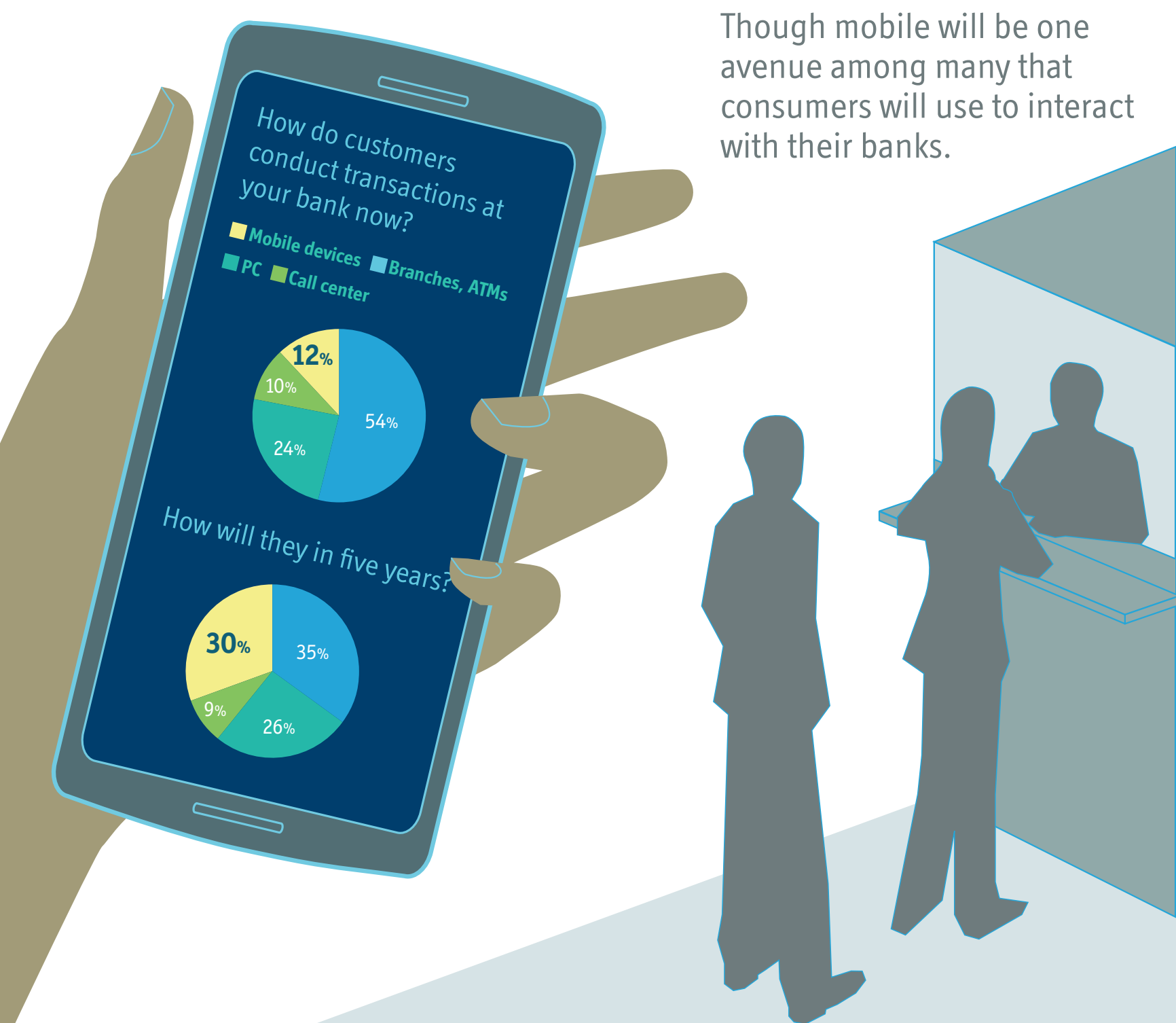


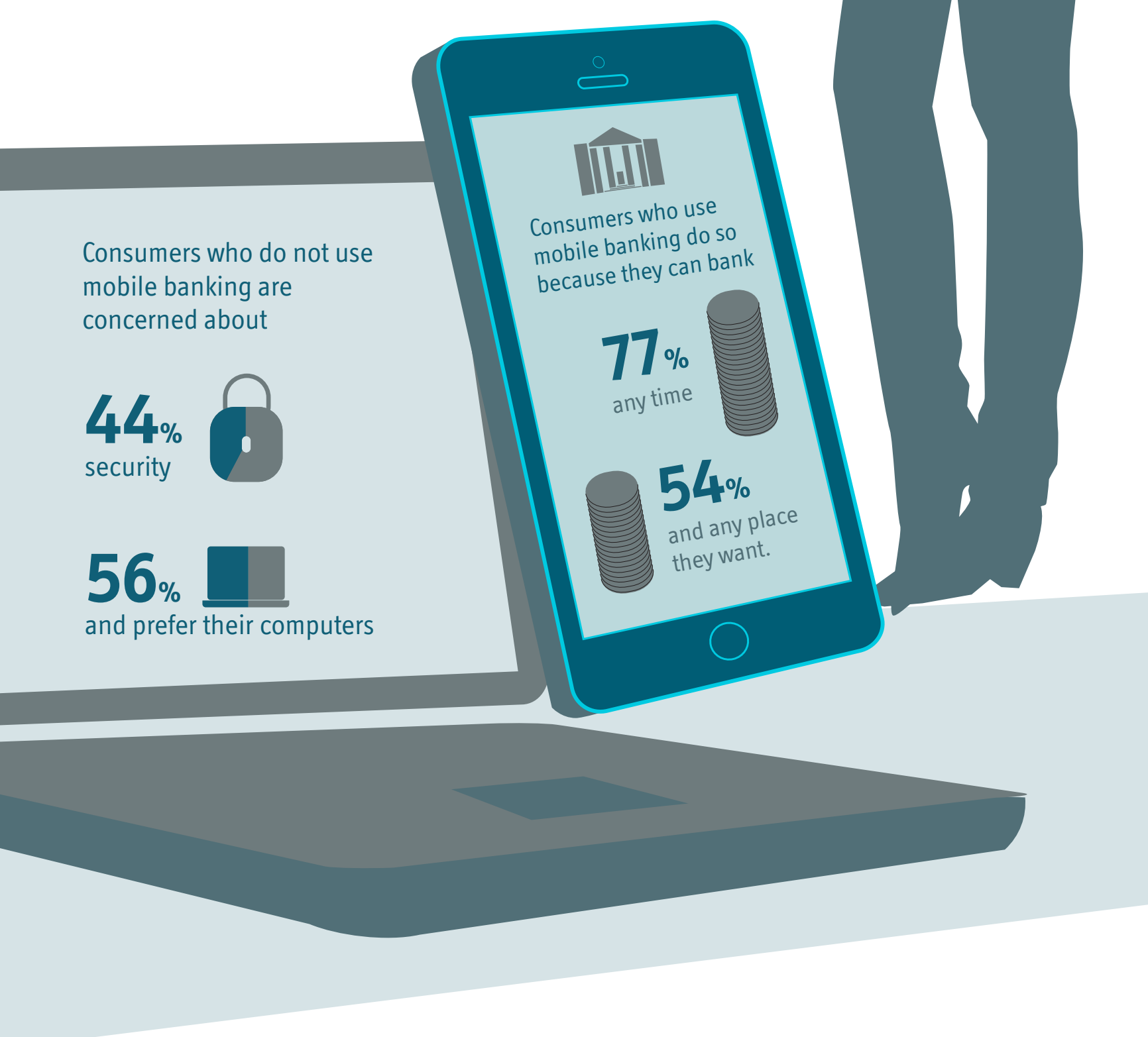
Redefining banking in a digital world



Both consumers and bankers expect mobile technology to become more important to banking in the coming years, according to 2014 consumer and executive surveys by The Economist Intelligence Unit.



Consumers expect banks to offer the same ease of use as large internet companies, **69%** of banking executives say.

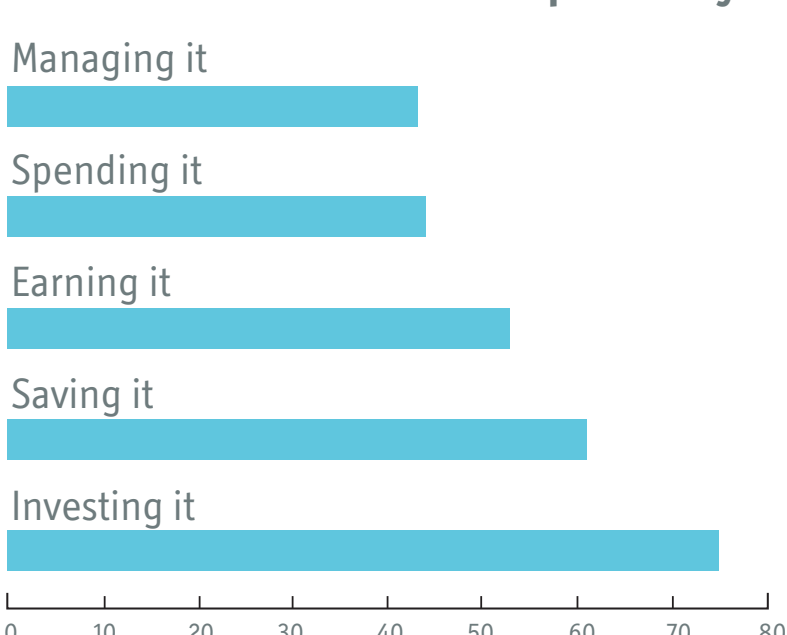


But it will also be a gateway to higher-value services like loans and wealth management.



Consumers are open to getting more personal-finance advice from their banks, but are not sure how much help they will be.

Areas where I most want help from my bank



And savvy banks will offer more personalized advice, opening the door to deeper and more lucrative customer relationships.