

# GOALS AND OBJECTIVES



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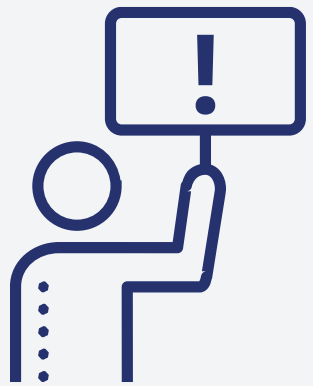
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# OVERALL PERCEPTION



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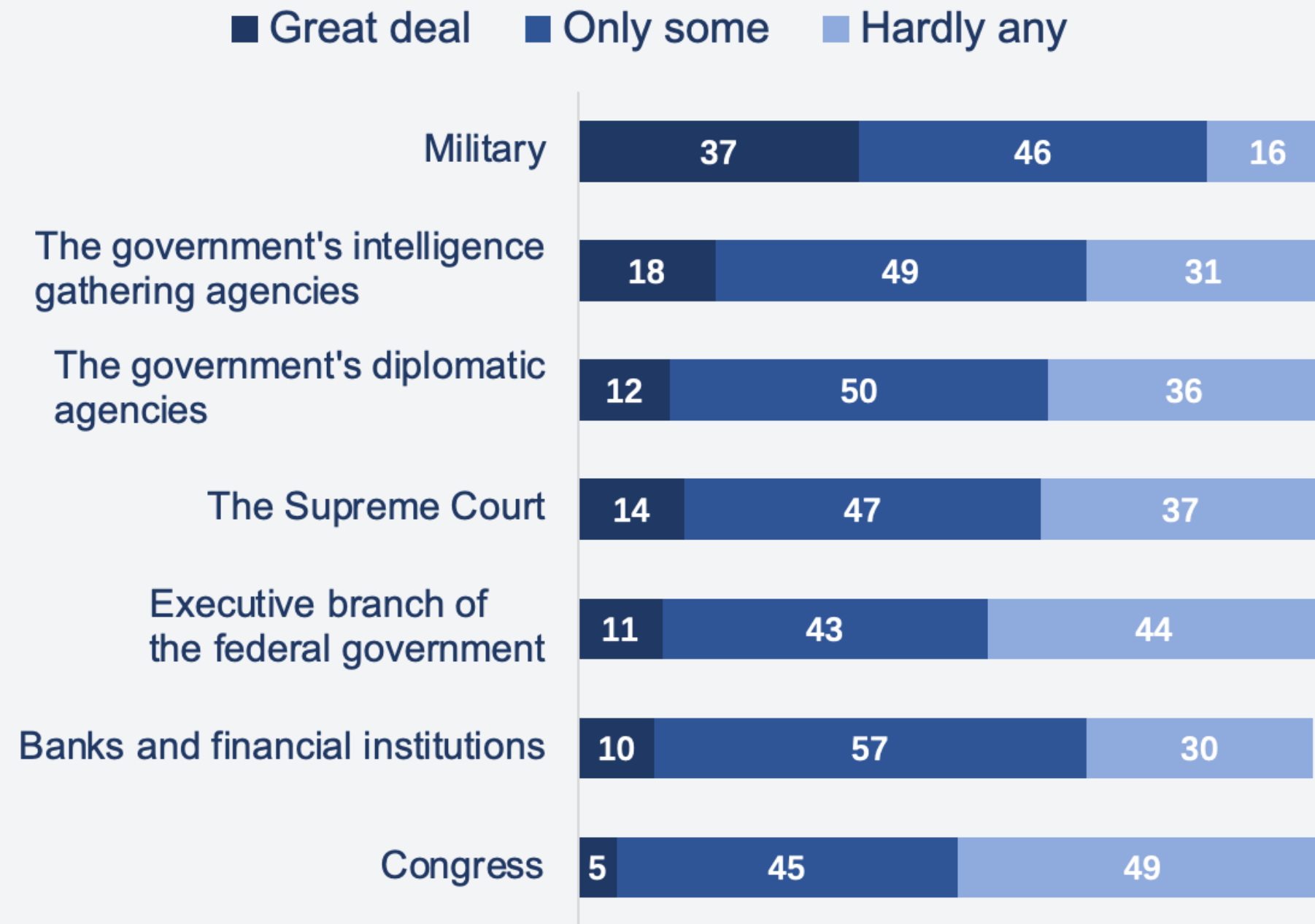


**TRUSTWORTHINESS**

# TRUSTWORTHY AND STABILITY

## THE PUBLIC HAS LITTLE CONFIDENCE IN MANY OF THE COUNTRY'S INSTITUTIONS

percent of adult

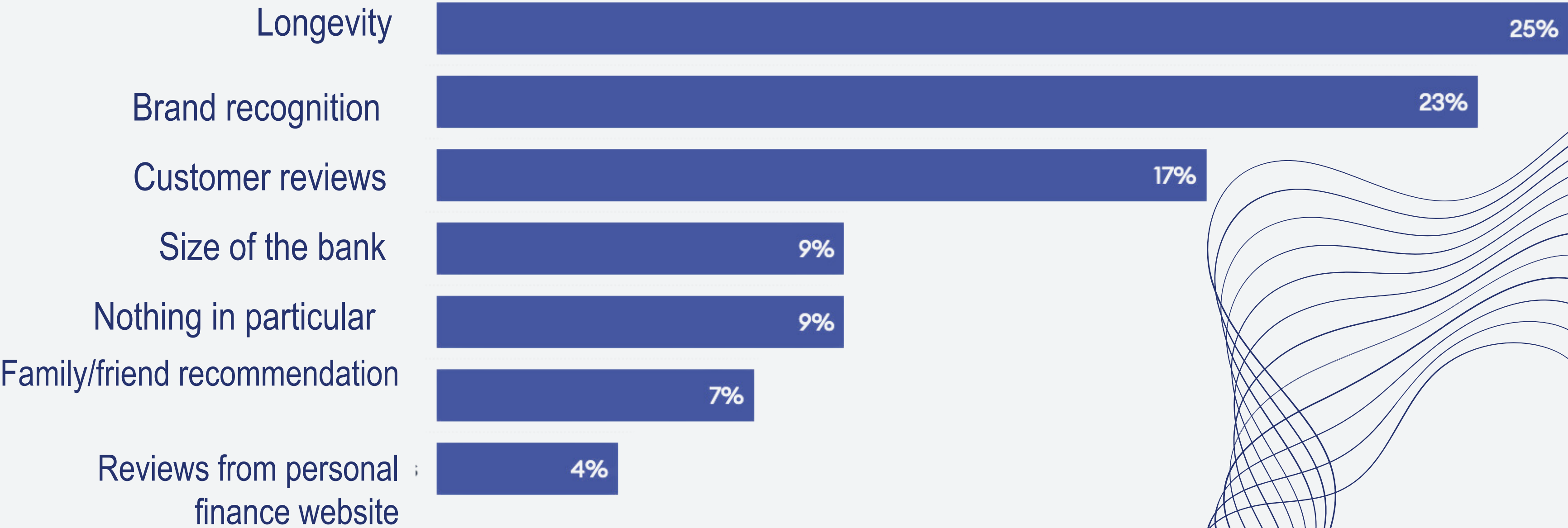


- **REPUTATION:** BANKS WITH A LONG HISTORY, POSITIVE BRAND REPUTATION, AND ETHICAL PRACTICES TEND TO BE PERCEIVED AS MORE TRUSTWORTHY AND STABLE.
- CUSTOMERS VIEW LONGEVITY, BRAND RECOGNITION, AND CUSTOMER REVIEWS AS THE PRIMARY INDICATORS OF TRUSTWORTHINESS.
- 10% OF PUBLIC HAS A GREAT DEAL OF CONFIDENCE IN BANKS.
- REPRESENTS A 12-PERCENTAGE POINT DECLINE FROM 2020.

[Source: AP-NORC poll conducted March 16-20, 2023 with 1081 adults nationwide](#)

# CONSUMER PERCEPTION OF TRUSTWORTHINESS

WHAT DO CUSTOMERS THINK IS  
THE PRIMARY INDICATOR OF BANK TRUSTWORTHINESS?

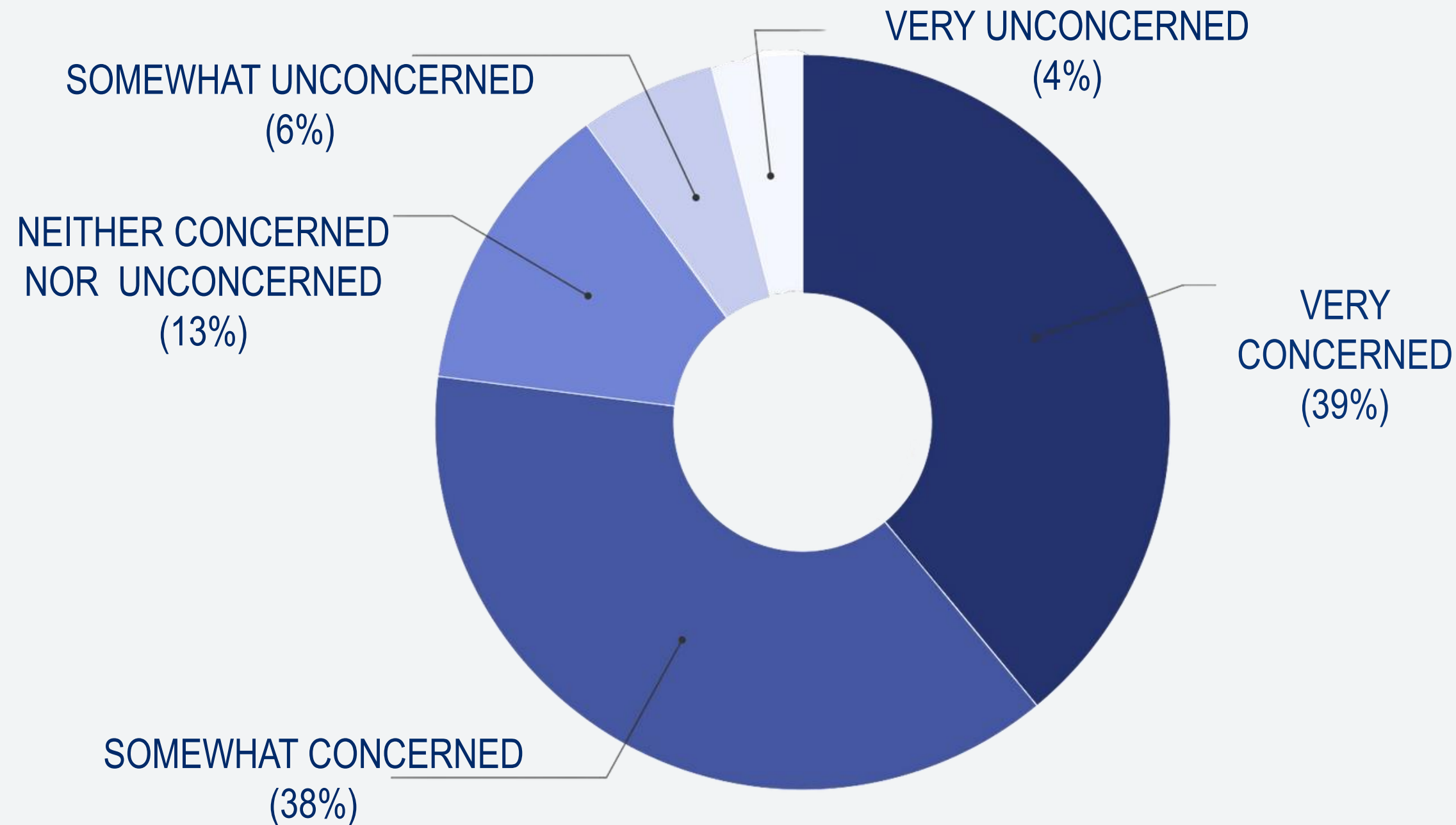


[Source: 77% Of Americans Are Concerned About Their Bank's Stability: Survey – Forbes Advisor](#)



# TUSTWORTHINESS AND STABILITY

## HOW CONCERNED ARE AMERICANS ABOUT THEIR BANK'S STABILITY?

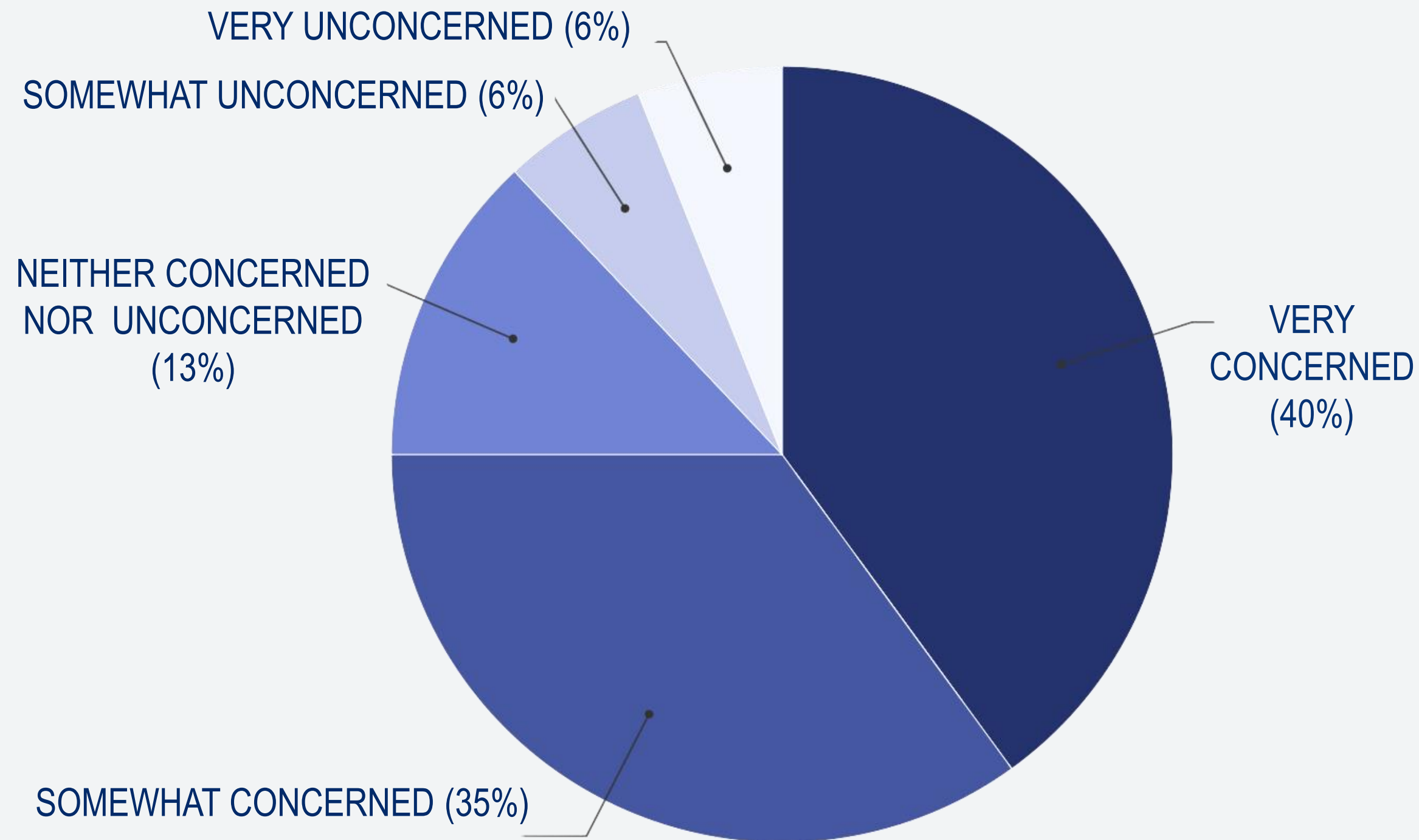


- **FINANCIAL PERFORMANCE:** CUSTOMERS OFTEN LOOK AT A BANK'S FINANCIAL STRENGTH, PROFITABILITY, AND ASSET QUALITY AS STABILITY INDICATORS. .
- CUSTOMERS HAVE EXPRESSED CONCERN ABOUT LOSING MONEY THEY'VE DEPOSITED AT A BANK. THAT CONCERN INCREASES THE HIGHER THE HOUSEHOLD INCOME.
- 39% OF SURVEY RESPONDENTS REPORTED BEING VERY CONCERNED, AND ANOTHER 38% SAID THEY ARE SOMEWHAT CONCERNED ABOUT THEIR BANK'S STABILITY.
- JP MORGAN CHASE IS CONSIDERED THE GOLD STANDARD.

[Source: 77% Of Americans Are Concerned About Their Bank's Stability: Survey – Forbes Advisor](#)

# TUSTWORTHINESS AND STABILITY

## HOW CONCERNED ARE CONSUMERS ABOUT LOSING MONEY OR ACCESS TO MONEY THEY'VE DEPOSITED AT A BANK?

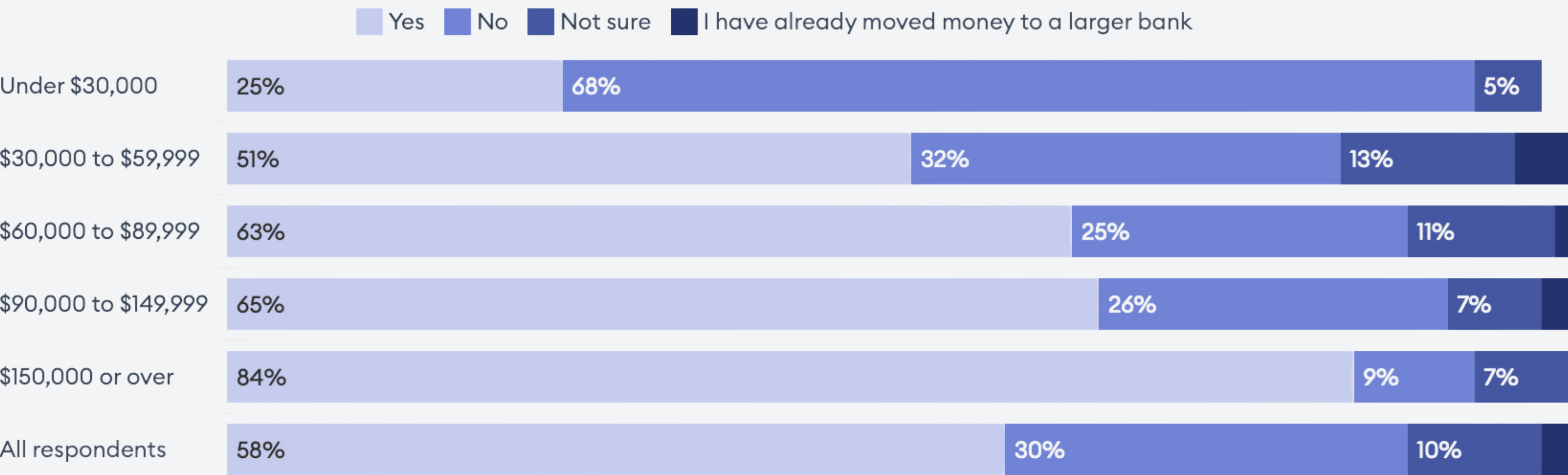


- **REGULATORY COMPLIANCE:** ADHERENCE TO BANKING REGULATIONS AND COMPLIANCE WITH INDUSTRY STANDARDS CAN INSTILL TRUST IN CUSTOMERS.
- CUSTOMERS ARE CONSIDERING MOVING TO LARGER INSTITUTIONS TO PROTECT THEIR MONEY.
- 58% OF CONSUMERS WHO BANK WITH SMALL TO MID-SIZED FINANCIAL INSTITUTIONS ARE CONSIDERING MOVING THEIR MONEY TO A LARGER BANK.
- CUSTOMERS ARE WILLING TO PAY HIGHER FEES AT MORE ESTABLISHED BANKS.
- AT LEAST 48% OF CONSUMERS THINK IT'S WORTH PAYING HIGHER MONTHLY ACCOUNT FEES FOR A BANK ACCOUNT AT A MORE ESTABLISHED BANK.

[Source: 77% Of Americans Are Concerned About Their Bank's Stability: Survey – Forbes Advisor](#)

# REPUTATION AND SIZE MATTERS WHEN CONSIDERING BANKS

ARE AMERICANS WHO BANK AT SMALLER INSTITUTIONS CONSIDERING MOVING THEIR MONEY TO A LARGER BANK?



Note: We asked the 54% of respondents who bank with a small to mid-sized financial institution if they have considered moving their financial assets in light of the recent bank collapses.

[Source: 77% Of Americans Are Concerned About Their Bank’s Stability: Survey – Forbes Advisor](#)

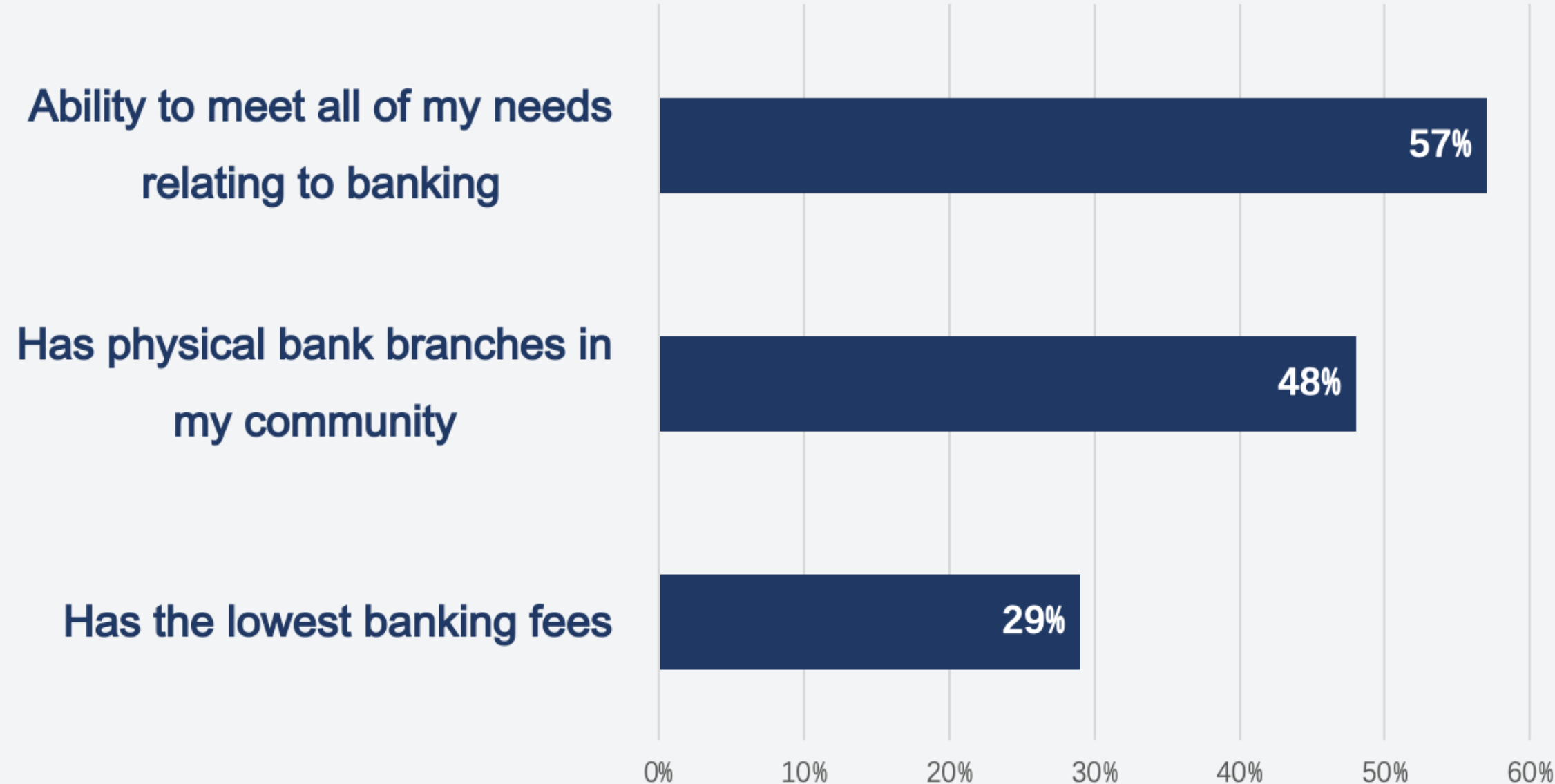


# CUSTOMER NEEDS



# CONSUMER NEEDS

## WHAT ARE THE MOST IMPORTANT CONSIDERATIONS WHEN CHOOSING A BANK?



- FACTORS THAT INFLUENCE CONSUMER DECISIONS WHEN CHOOSING A BANK.
- CONSUMERS PRIORITIZE BANKS THAT CAN MEET ALL THEIR BANKING NEEDS AND OFFER LOCAL BRANCHES, LIKELY ADVANTAGES FOR THEIR NEEDS.
- ACCORDING TO MARKET BRIDGE 2020 CONSUMER SURVEY, 57% WANT TO MEET ALL THE CONSUMER NEEDS RELATING TO BANKS, AND 48% WANT PHYSICAL BANK BRANCHES IN THEIR COMMUNITY. 29% WANT TO HAVE THE LOWEST BANKING FEES.

[Source: Consumer Perception in Banking \(2020\)](#)

# CUSTOMER NEEDS WHEN CHOOSING A BANK

Security and fraud protection features	92%	96%	-4%
Quality customer service	92%	97%	-6%
Mobile and online access	91%	95%	-4%
Low fees on checking and other accounts	90%	97%	-6%
Easy ATM access	90%	92%	-2%
Good brand reputation	89%	93%	-3%
Types of accounts offered	89%	91%	-2%
Competitive interest rates	87%	91%	-4%
Convenient branch location	87%	88%	-2%
Availability of other financial products	85%	83%	2%

CHANGE

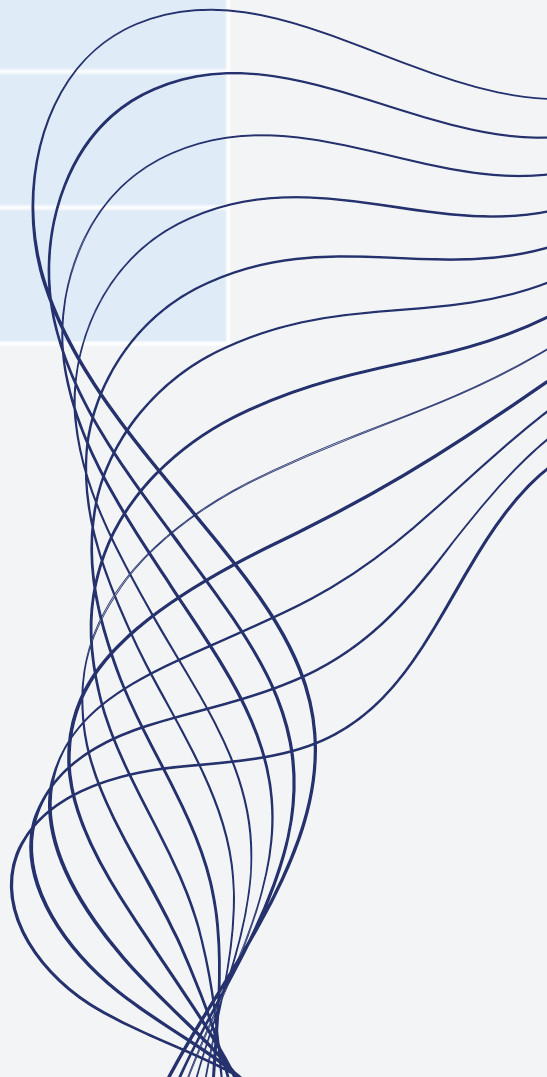
- SECURITY AND FRAUD PROTECTION, CUSTOMER SERVICE, MOBILE/ONLINE ACCESS, AND LOW FEES ARE FACTORS WHEN PICKING A BANK
- USAA leads with an NPS of 72
- Consumers focus on savings rates
- Mortgage rates and personal loan rates attract customers as well
- 79 % of customers are likely to switch banks if they find one that better meets their priorities, up from 52% in 2020
- This is north of 80% for Millennial and Gen Z customers.

# CONSUMER NEEDS (BANKING STATUS % BY ETHNICITY)

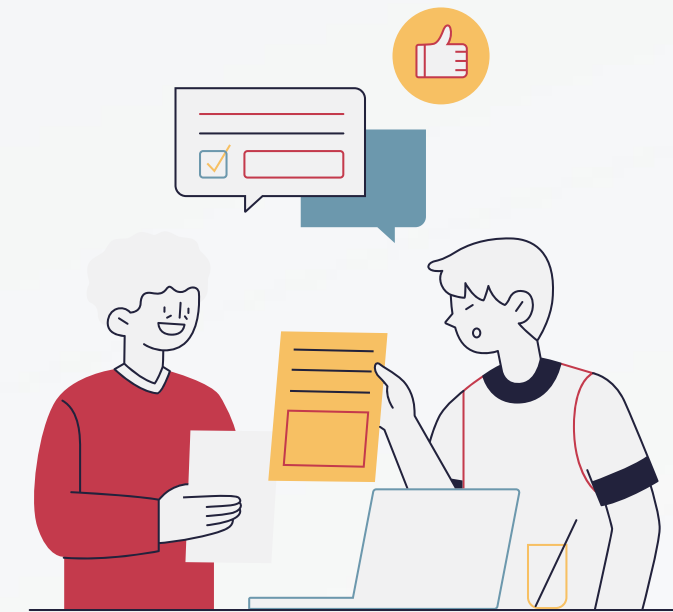
Characteristic	Unbanked	Underbanked	Fully Banked
White	3	11	86
Black	14	32	54
Hispanic	10	22	68
Overall	6	16	79

[Source: Analysis of financial institutions in Black-majority communities](#)

MAJORITY BLACK AND LATINO OR HISPANIC  
NEIGHBORHOODS HAVE FEWER OPTIONS WHEN IT COMES TO  
FINANCIAL SERVICES THAN MAJORITY WHITE  
NEIGHBORHOODS.



# CUSTOMER PREFERENCES BY GENERATION



## GEN Z

24/7 Customer Service,  
Advice, Convenience

## MILLENNIALS

Personalized  
Communication ,  
Better Digital Apps,  
Faster Payments

## GEN X

Online Account  
Opening for Deposits  
and Loans, Low Fees,  
Faster Payments

## BABY BOOMERS

Face-to-face Service,  
Convenient Branch  
Locations, Security



# CUSTOMER SATISFACTION



# **CUSTOMER SATISFACTION FACTORS**



**SERVICE  
QUALITY**



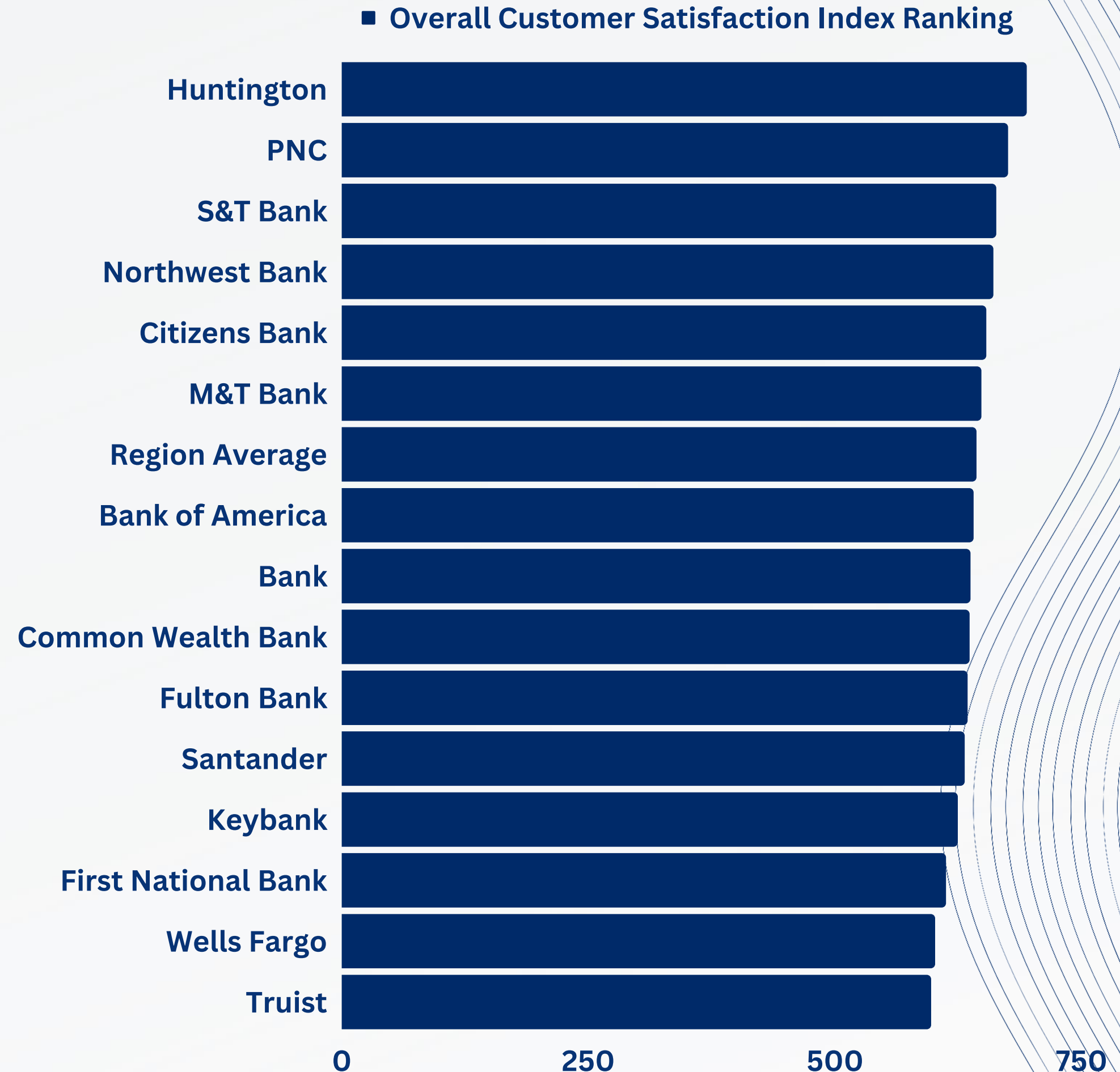
**CONVENIENCE &  
ACCESSIBILITY**



**PROBLEM  
RESOLUTION**

# OVERALL CUSTOMER SATISFACTION

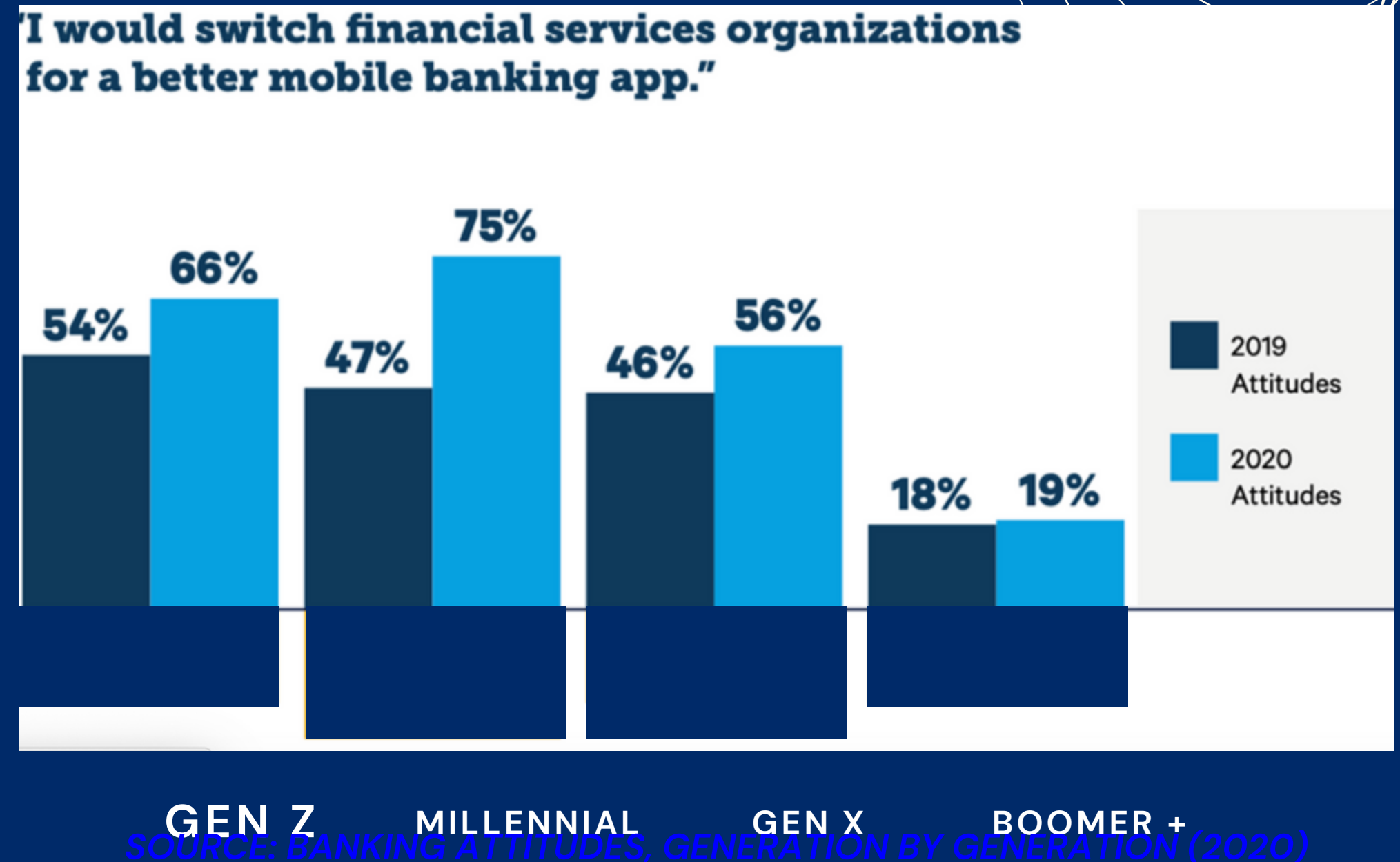
- 21% SAY THEY RECEIVED ADVICE OR GUIDANCE IN THE PAST YEAR
- NEARLY HALF (47%) OF THOSE WHO RECEIVED EFFECTIVE ADVICE OPENED A NEW ACCOUNT
- BANKS THAT DEMONSTRATE FAIRNESS RELATIVE TO FEES AND FRAUD GAIN AN ADVANTAGE
- COMMUNICATIONS ON HOW TO AVOID FEES, OVERALL SATISFACTION SCORES INCREASE 166 POINTS AND TRUST SCORES ARE 172 POINTS HIGHER



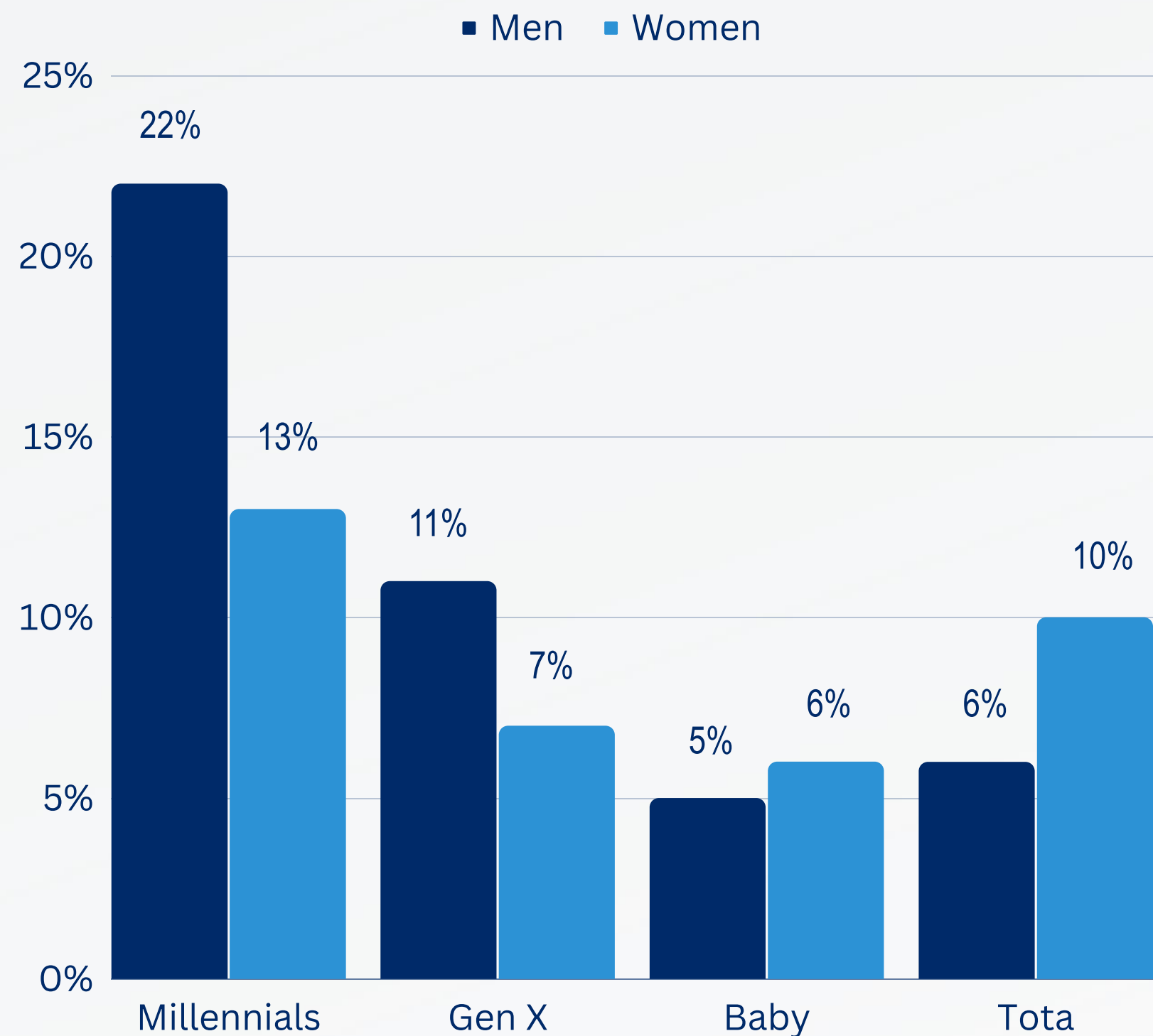
SOURCE: U.S. RETAIL BANK CUSTOMERS  
(2023),

# SATISFACTION IMPORTANCE IN MOBILE BANKING

- MILLENNIALS AND GEN Z PLACE EMPHASIS ON THE IMPORTANCE OF MOBILE APPS
- BOOMERS DO NOT CLASSIFY MOBILE BANKING AS AN IMPORTANT PART OF THEIR SATISFACTION



# GENDER DIFFERENCES IN SWITCHING BY GENERATION



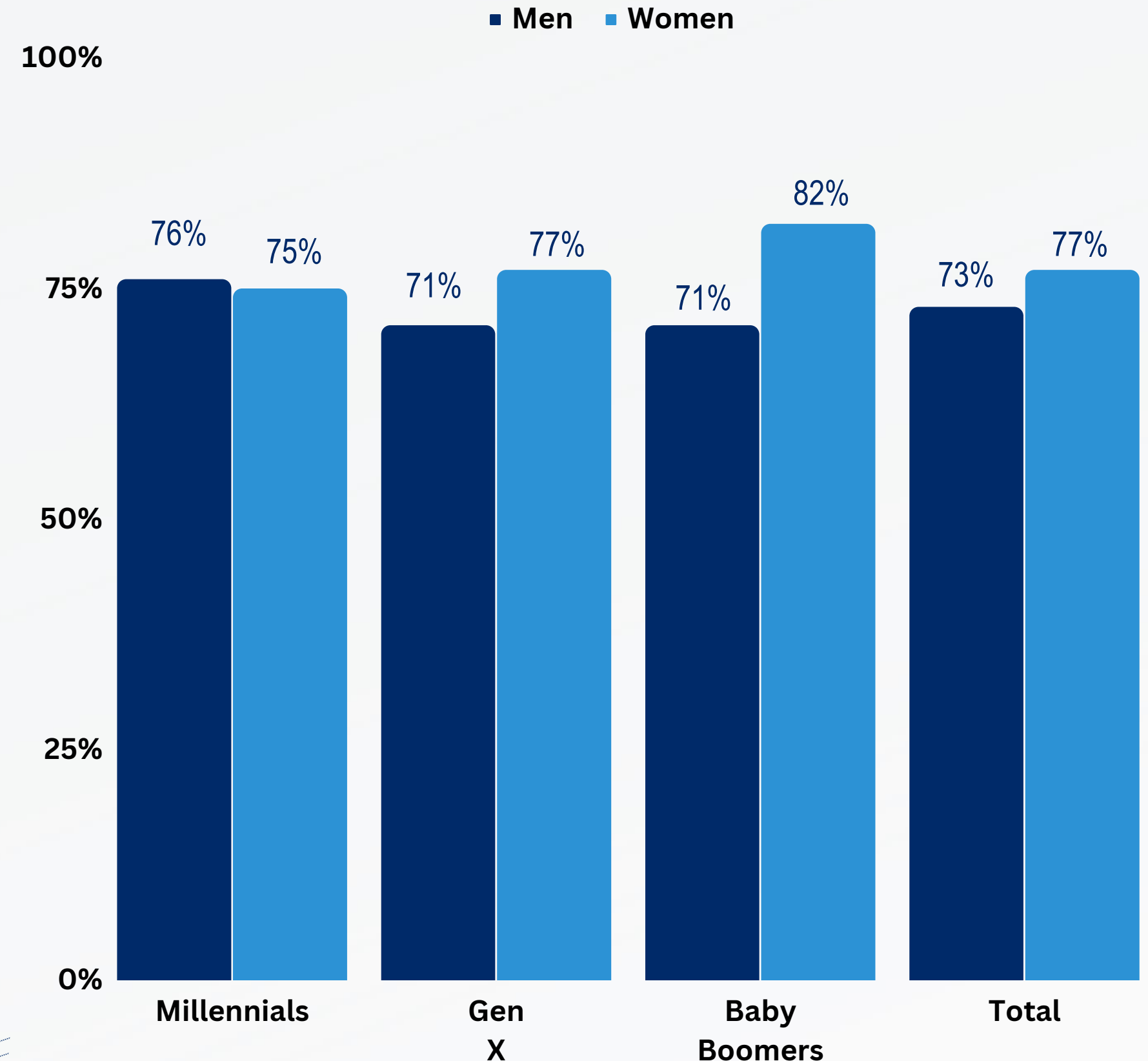
**ACCORDING TO THIS SURVEY, MILLENNIAL MEN ARE SIGNIFICANTLY MORE LIKELY TO SWITCH BANKS (22%) THAN MILLENNIAL WOMEN (13%) IN OUR STUDY.**

**SOURCE: BANKING & CAPITAL MARKETS RESEARCH LEADER, DELOITTE CENTER FOR FINANCIAL SERVICES (2019)**



# GENDER DIFFERENCES IN OVERALL SATISFACTION BY GENERATION

- IN THIS STUDY SHOWS, 77% OF WOMEN VERSUS 73% OF MEN ARE VERY SATISFIED.
- A greater proportion of Baby Boomer women than Boomer men are satisfied with their bank, but there is no statistically significant gender difference among Millennials.



SOURCE: BANKING & CAPITAL MARKETS RESEARCH LEADER, DELOITTE CENTER FOR FINANCIAL SERVICES (2019)

# SWOT ANALYSIS

## Strengths



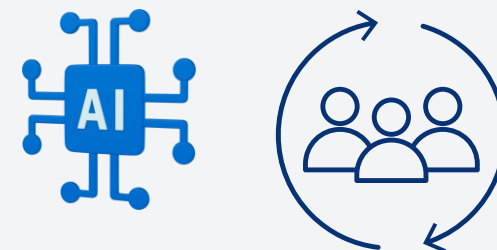
- Multi-service availability (loans, helping individuals start businesses, etc.)
- Leader in economic growth
- A leading employer
- Technological advancements - Mobile Banking

## Weaknesses



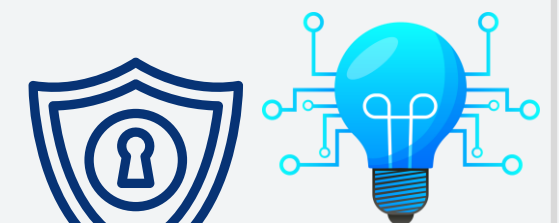
- Negative Consumer Perception
- Banking crisis
- Susceptible to inflation
- Accessibility
- Customer Service
- Relationship Manager

## Opportunities



- Expanding client base
- Personalized services
- Financial inclusion for the unbanked
- Utilizing AI

## Threats

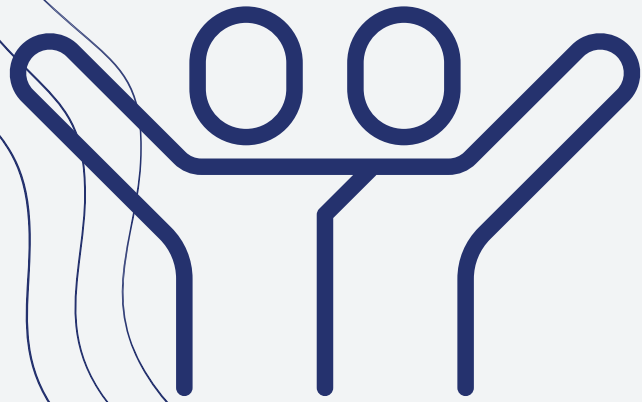


- Recession
- Data Security
- Financial Systemic Risk
- Risk of AI
- Fintech



# OPPORTUNITY

1.PERSONALIZED SERVICE,  
RELATIONSHIP MANAGEMENT



HIGHLIGHT THE  
COMMUNITY ACTIVITY !!



# OPPORTUNITY

## 2. FINANCIAL INCLUSION



COOPRATE WITH  
COMMUNITY GARDEN !!

[SOURCE: PENNSYLVANIA HORTICULTURAL SOCIETY](#)

REGULAR  
EVENTS

POTENTIAL  
CUSTOMERS

SUSTAINABILITY



# APPENDIX

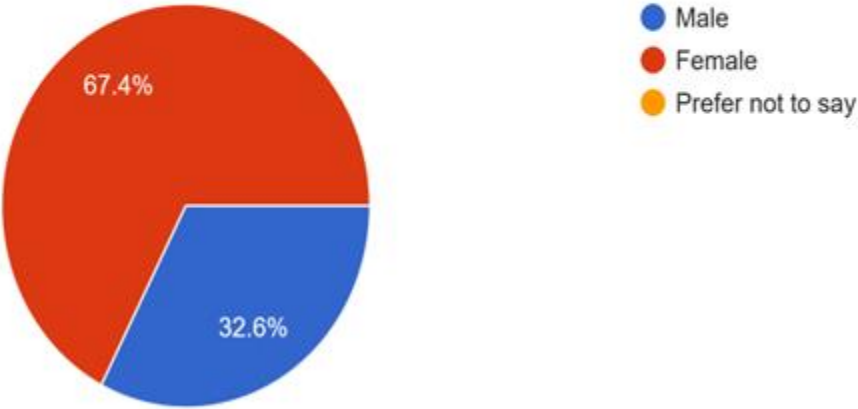
## HIGHLIGHT CONSUMER SURVEY RESULT

- The survey collected 100 responses predominantly from Millennials (58.6%) and Gen Xers (21.8%).
- The majority prefer easy transfers and user-friendly mobile apps (70.8%).
- No deposit cap/charge ranked second in importance (68.1%).
- 43.1% value perks; 44.4% prefer personalized customer service.
- Fewer prioritize higher APY (27.8%) and variety of services (25%).
- Detailed data in the following slide.



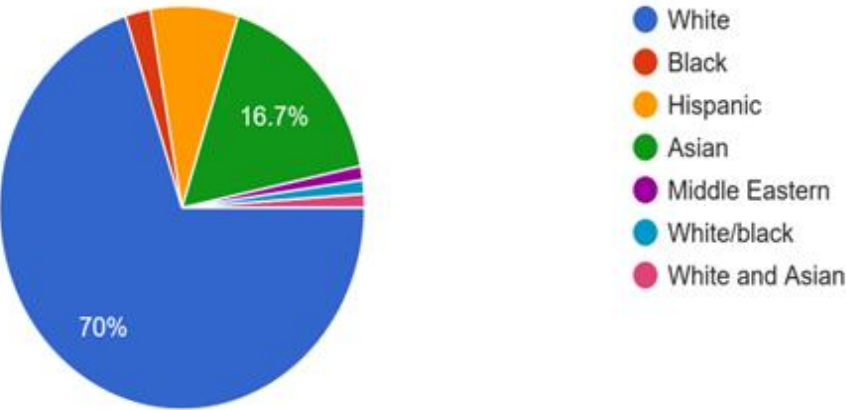
Select your Gender:

89 responses



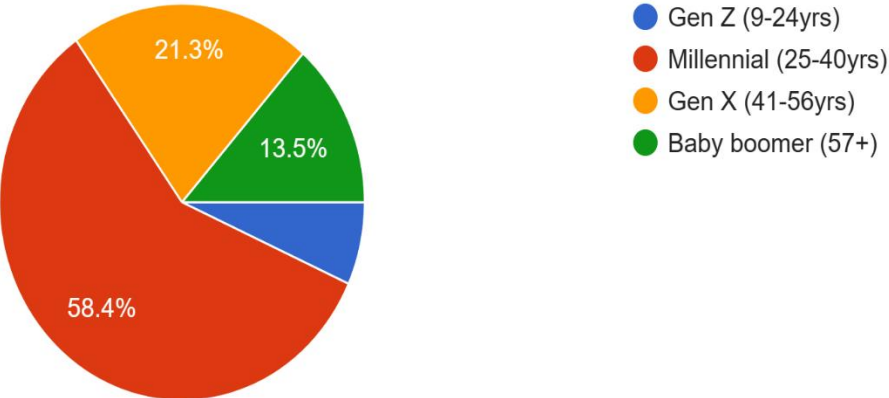
Select your race:

90 responses



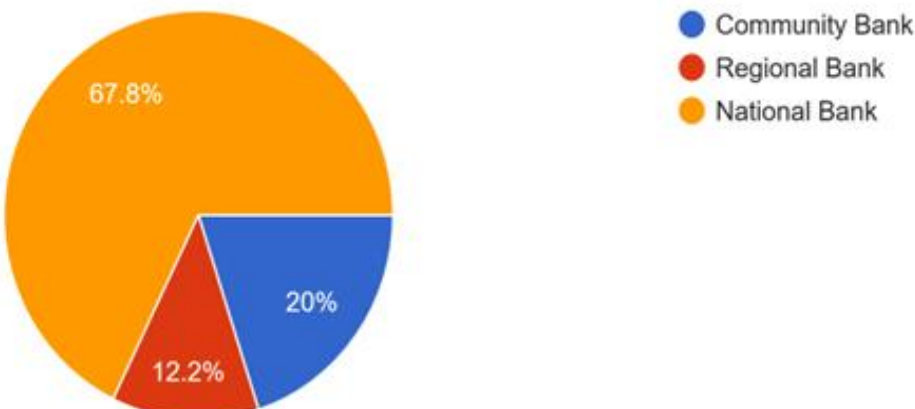
Select your age:

89 responses



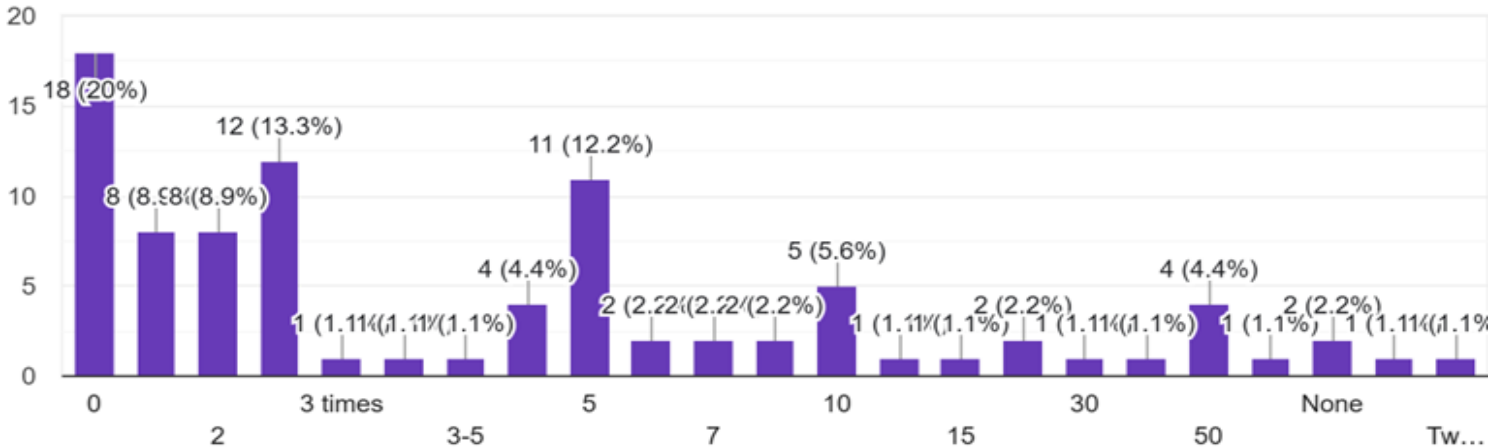
What type of bank are you using?

90 responses



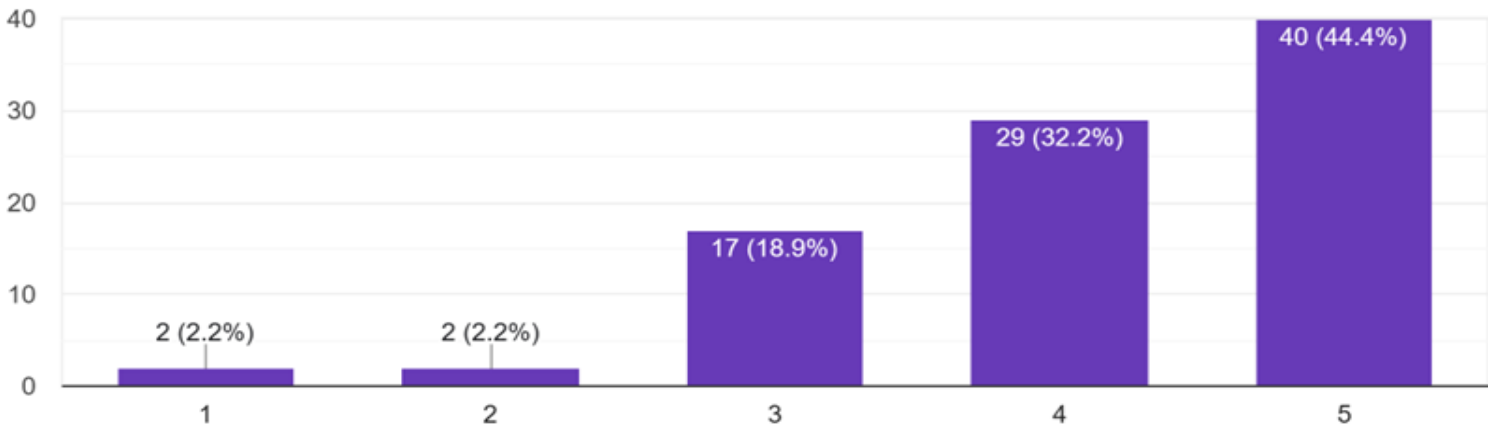
How many times have you been to a banking branch in the last year?

90 responses



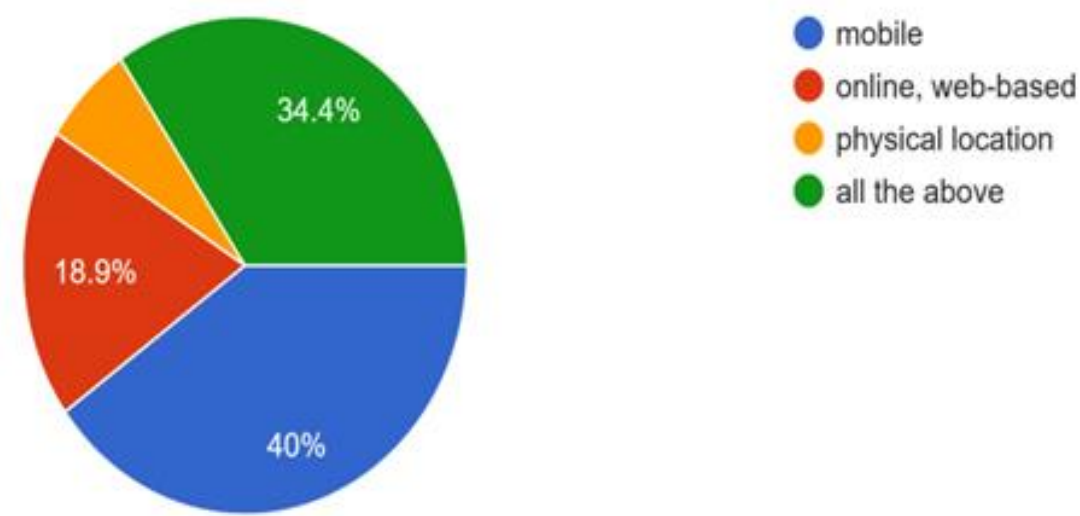
How satisfied are you with your current bank ?

90 responses



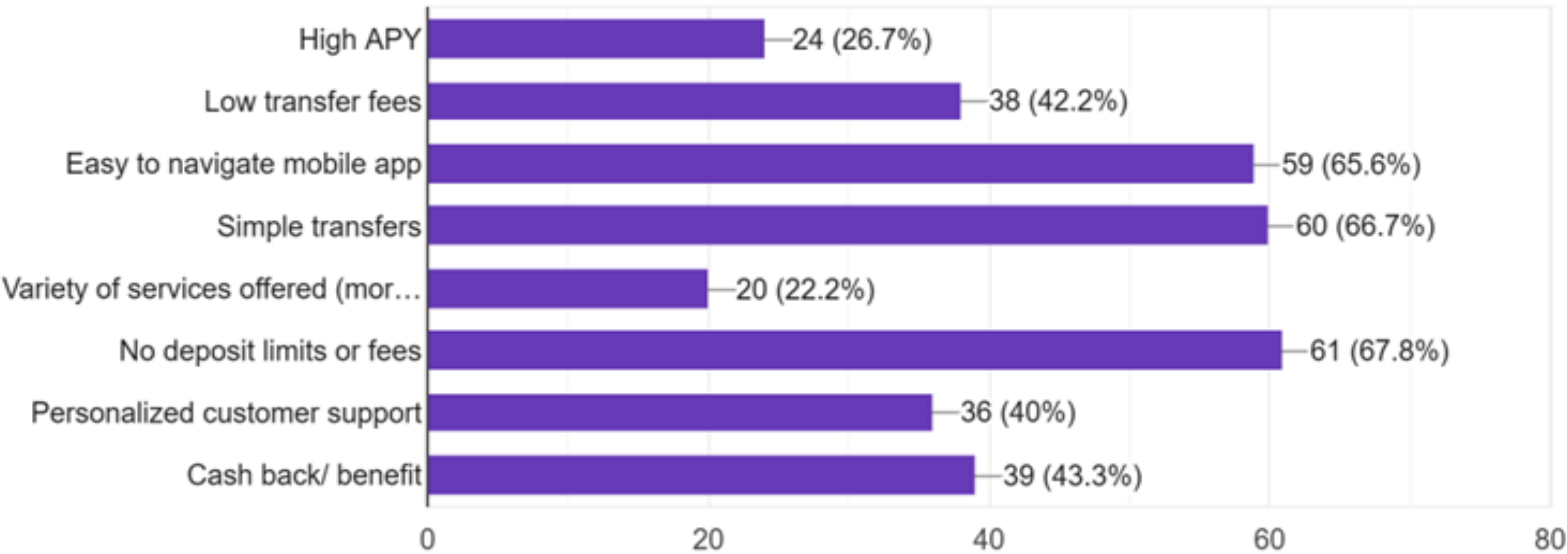
What kind of banking experience do you prefer?

90 responses



What features do you value the most when looking for a bank? (select all that apply)

90 responses





COMPETITIVE  
PRESSURES

DIVERSE  
AUDIENCE

CUSTOMER  
PERCEPTION

FUTURE OF  
BANKING

COMPETITIVE  
PRESSURES

DIVERSE  
AUDIENCE

CUSTOMER  
PERCEPTION

FUTURE OF  
BANKING

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PRESSURES

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