



Service, Stewardship, and Style:

Consumers seek a modern approach to the banking relationship

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Agenda



Methodology



**Banking:
Current State**



**Banking:
Future State**

Methodology

The MSR Group conducts a national banking study online each quarter to complement their performance monitor - APECS



- The areas tested include
 - Branch banking
 - Online banking
 - Mobile banking
 - Call Center interactions
 - ATM transactions
- For Q2 2019, the MSR Group tested innovative branch features to see how they stack up against one another, as well as how they influence overall satisfaction

Q2 2019 had 957 completed surveys from the following regions



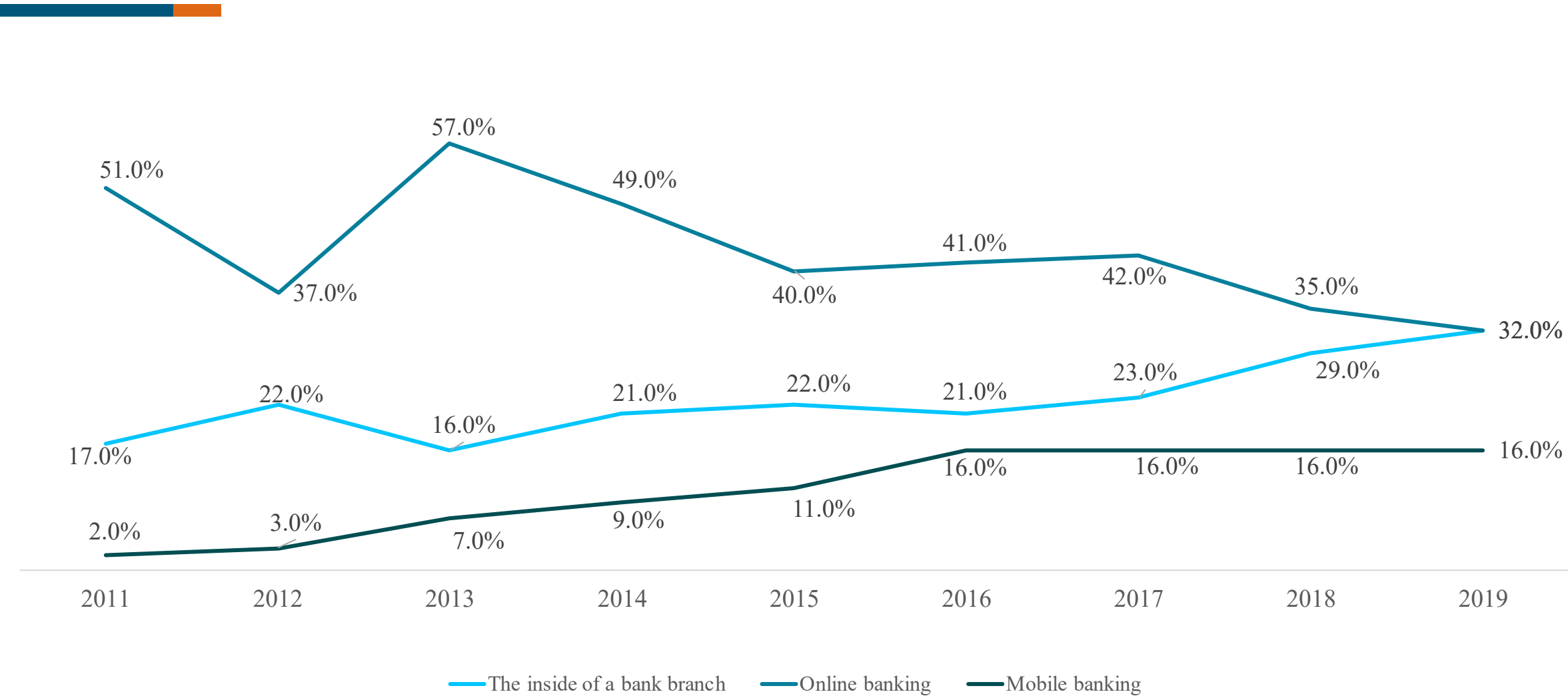
- Northeast – 238
- South – 235
- Midwest – 237
- West – 247

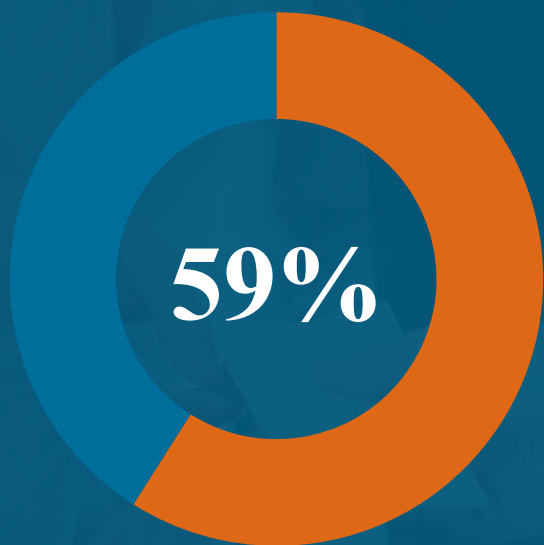


Banking: Current State

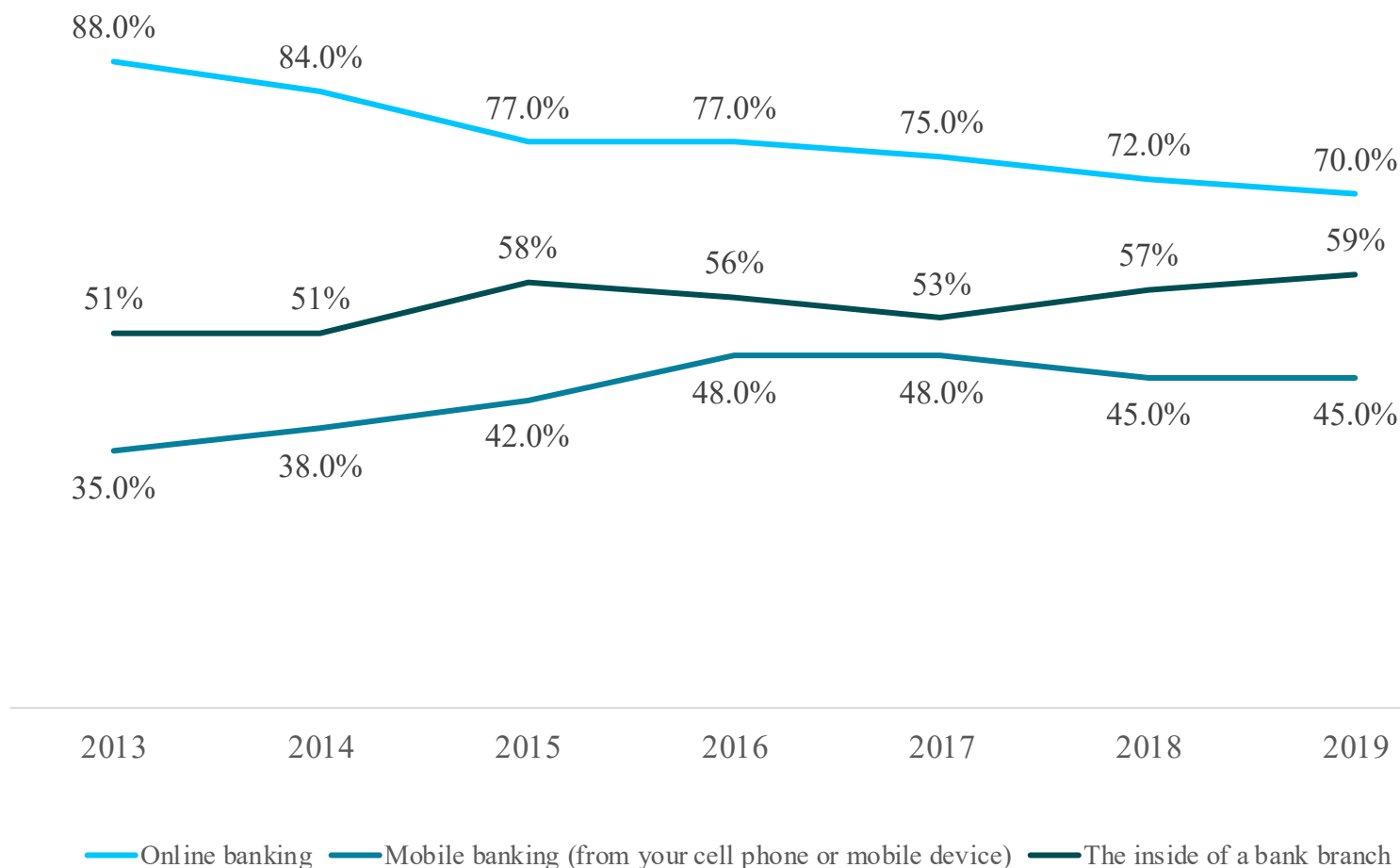
Bank branches continue to play a vital role for a substantial number of consumers. Many report the physical branch as their preferred mode of personal banking, which they visit nearly weekly. Based on extremely high customer satisfaction scores, it appears that branches are maintaining strong relationships with their customers

Physical branches have been making a comeback as the preferred method of personal banking





of customers have visited
the inside of a bank branch
in the past two weeks



Note: *Rolling years

In the past year, approximately two-thirds of consumers who reported visiting a branch recently rated 11 key service experiences as “excellent”, among them



67% Friendly Employees
66% Professional Employees



65% Helpful Employees
and Excellent Listeners

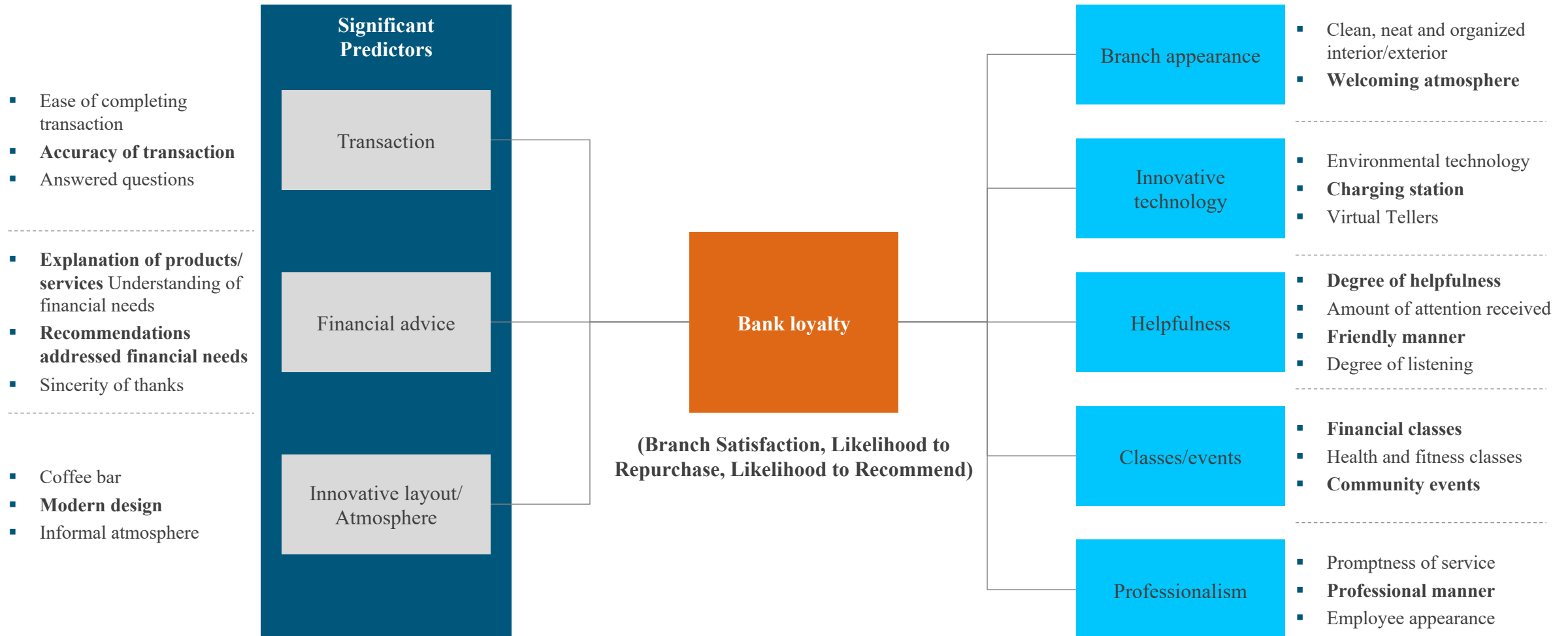


64% Employee Attentiveness
and Promptness



60% Branch Appearance and
Employee sincerity of thanks

While traditional bank attributes are still very important, modern features are proving to also have a significant impact on bank loyalty

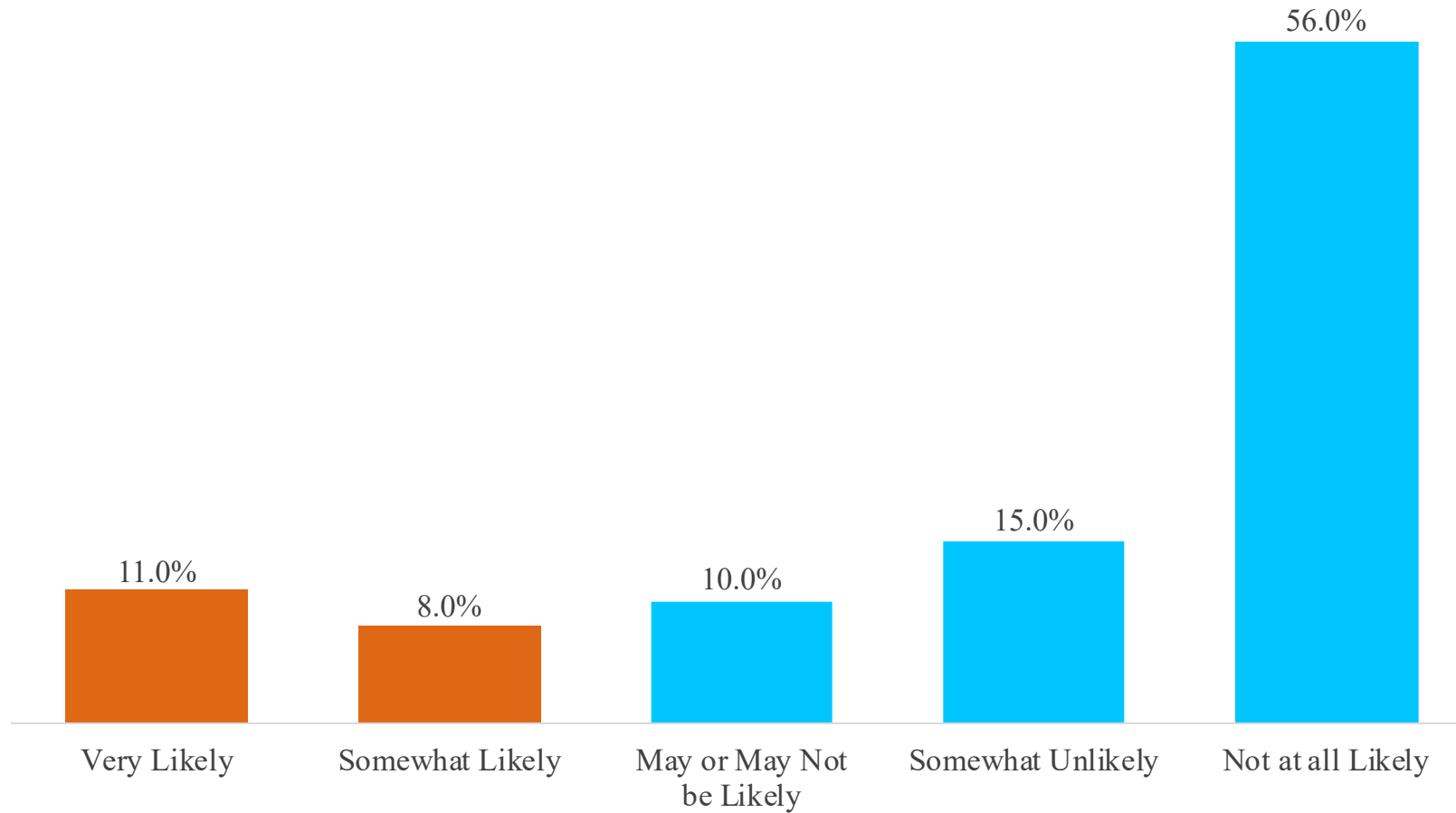




Banking: Future State

Bank branches cannot rest on their laurels, however. Despite high satisfaction rates, competition is fierce, and consumers are eager for new and modern features in their banking relationship: both personally and for the community-at-large. The future of banking resides in service, stewardship, and style

While satisfaction is high, one out of five consumers say they're likely to switch banks in the next three months



Consumers are always looking for the best deal to fit their needs. As those needs change, their established relationships can change as well

An informal atmosphere ranks at the top for consumers. It is also a key driver for bank loyalty



- 4th Environmental Technology
- 5th Charging Station
- 6th Full-service coffee bar
- 7th Community Events
- 8th Virtual Tellers
- 9th Health and Fitness Classes

Conclusions



- Physical branches are still critically important to customers and perhaps growing in importance
- Modern, informal and innovative designs are important
- Nothing comes close to growing intimacy with your customers like in bank transactions
- A good segment of your customers are always thinking about switching
- Involve your customers in making design decisions by asking timely questions in innovative ways



Thank you !

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