

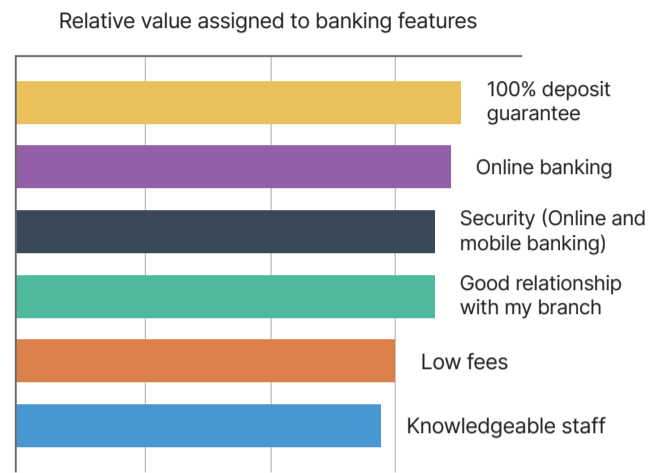
Banking Insight: Clients Value Security and a Personal Touch

Behavioural research shows deposit guarantee and in-person communications are priorities

Top 6 features clients desire

User research completed for a typical financial institution reveals the features that members value the most. Among the top six desirable features are 100% deposit guarantee and online security (for mobile and online banking). These indicate a desire by members to protect what they already have.

The appetite for online banking was strong, but knowledgeable staff who are easy to work with and a good relationship with the client's branch also ranked highly.



Clients want a personal touch

More than 40% opt for an in-person meeting at the branch when they have questions or concerns, another one-third choose to call. Only about 5% use online secure messaging.



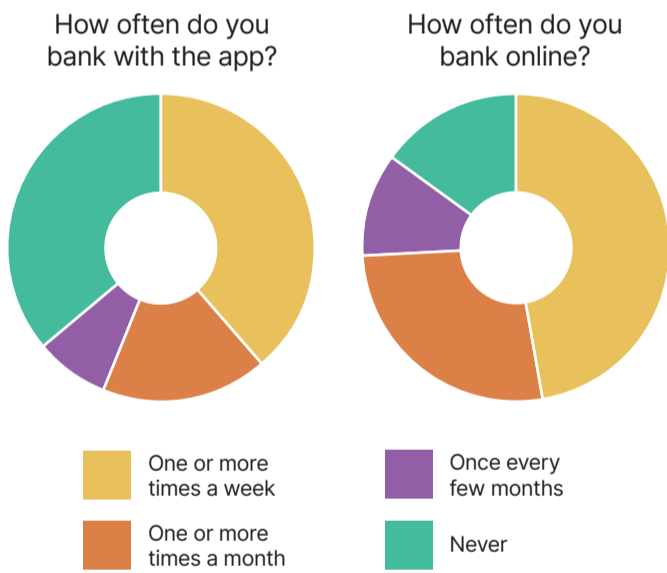
Risk tolerance is low

More than 70% of respondents consider themselves conservative or very conservative.



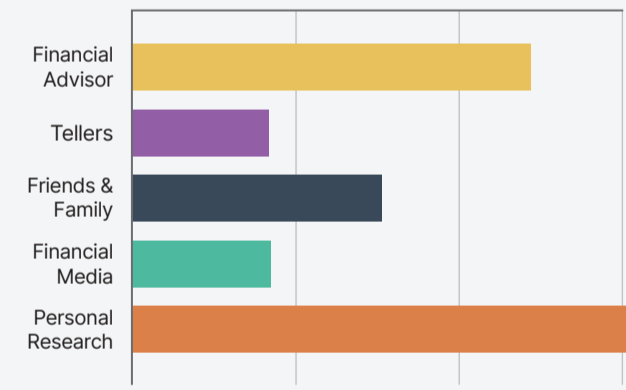
Online banking and app are most used

Although they want a personal touch when a problem arises or advice is needed, most respondents do their banking online. Almost 40% use the app one or more times a week. In addition, about 45% bank online one or more times a week and about one quarter perform online banking one or more times a month. More than half of the respondents only go to the branch once every few months, or never.



Clients ask around for financial advice

Most clients do some personal research regarding financial matters but they also ask the opinion of financial advisors, tellers, family and friends. It's not enough to have information about managing finances available online; knowledgeable staff are a key asset for banks.

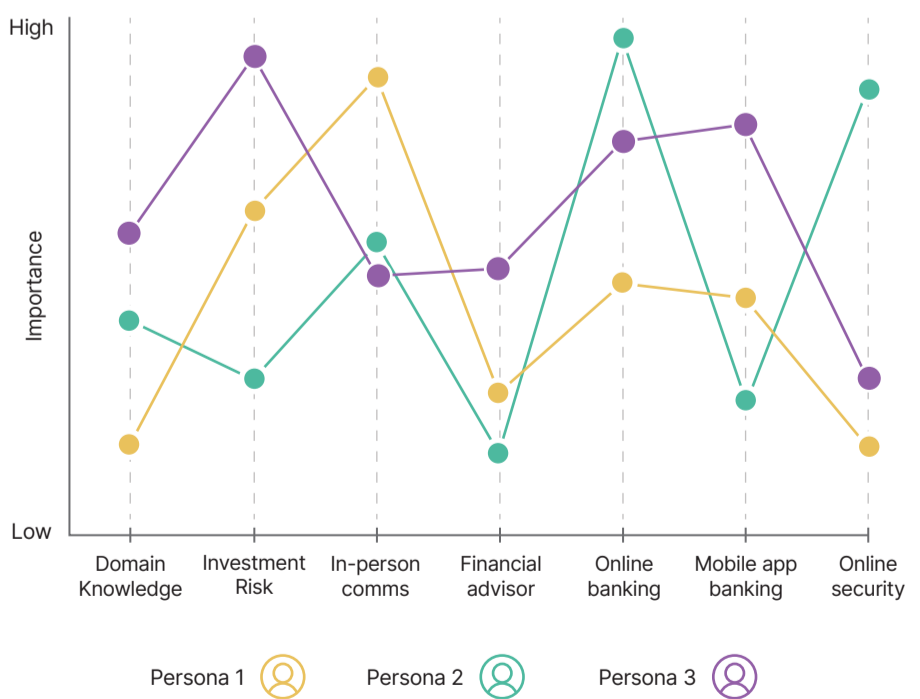


Personas have unique needs

Personas generated from this type of behavioural research demonstrate clearly that each key group has different priorities. A typical research plan for personas could include interviews with staff and clients to guide development of a client survey, followed by analysis of the data.

The personas then inform digital product development and customer communications.

To get beyond the "average" client characterization and learn more about the specific preferences, goals and motivations of your users, book a call with DFFRNT.



The data above are illustrative of responses we have received in the course of doing user research for financial institutions. The large sample size and degree of granularity allow us to create detailed, data-backed personas.