

CGI's 2017 Global Financial Consumer Survey

Bank consumers will ultimately decide the future, so CGI has been researching consumer perspectives on digital banking trends for the last **four** years.

9 countries

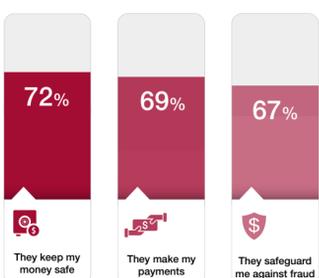


2,250 respondents

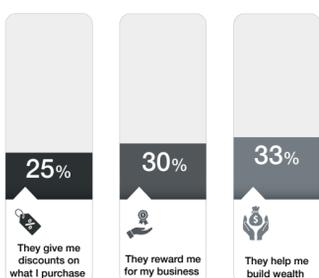
Australia
 Canada
 Finland
 Germany
 Singapore
 UK
 France
 US
 Sweden

While banks enjoy a strong, trusted reputation as keepers and movers of money, they are less recognized by consumers as offering value-add services, and only half are seen as having personable attributes.

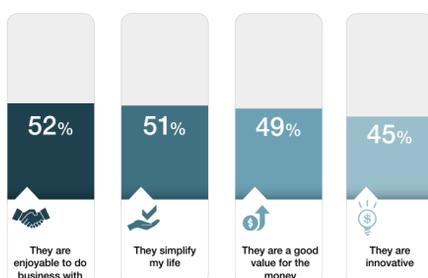
Top 3 highest ranking statements



Top 3 lowest ranking statements

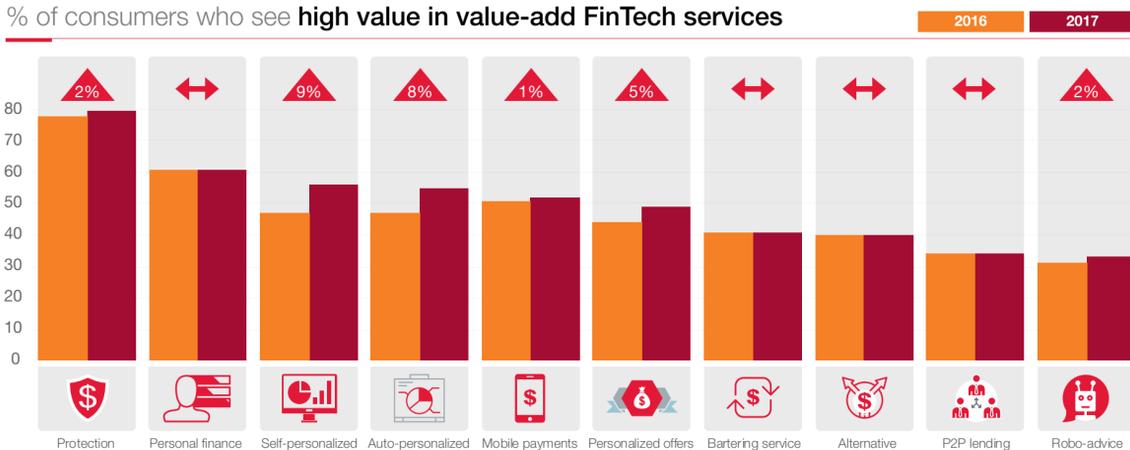


Personal attributes



Consumers continue to see value in FinTech innovation.

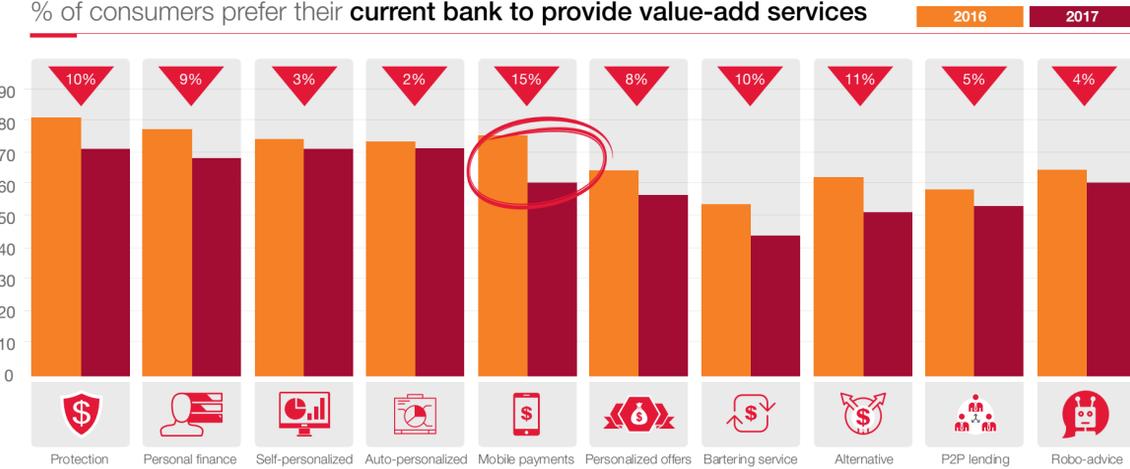
% of consumers who see high value in value-add FinTech services



Source: CGI 2017 Global Financial Consumer Banking Survey

Preference for "my bank" as the preferred supplier for innovative FinTech services is dropping.

% of consumers prefer their current bank to provide value-add services



On average, there was 8.3% drop in just 12 months across all FinTech concepts

At the same time, more than half of consumers are open to third-party service providers for every day banking services.

% of respondents open to third-party providers



At the same time, they have a strong desire for long-term relationships and are very open to third-party providers. As a result, banks are challenged to build consumer engagement and revenue streams, while also paying the costs for infrastructure modernization and upkeep. FinTechs are more nimble and able to offer the engagement consumers are looking for. However, consumers will ultimately hold their bank responsible for their money even when using FinTech services.

61%

61% of consumers feel it is **important** to have a **long-term relationship** with their bank

62%

62% of consumers feel it is **important** that their bank **understand who they are**

58%

58% of consumers feel they have **lost a personal connection** with their banks, rising to 70% in Finland and dropping to 51% in Canada. The feeling of disconnection also rises with age.

Leading banks are activating their digital transformation agendas now to ensure they capitalize on their solid reputation of trusted "money movers".

They are adopting an open banking model and collaborating with their FinTech ecosystems to ensure they remain engaged with their customers and secure new revenue systems.

The marketplace is changing. Are you?