

Banks: Customers Want You to Get Personal.

Key findings from NGDATA's survey of more than 500 U.S. consumers

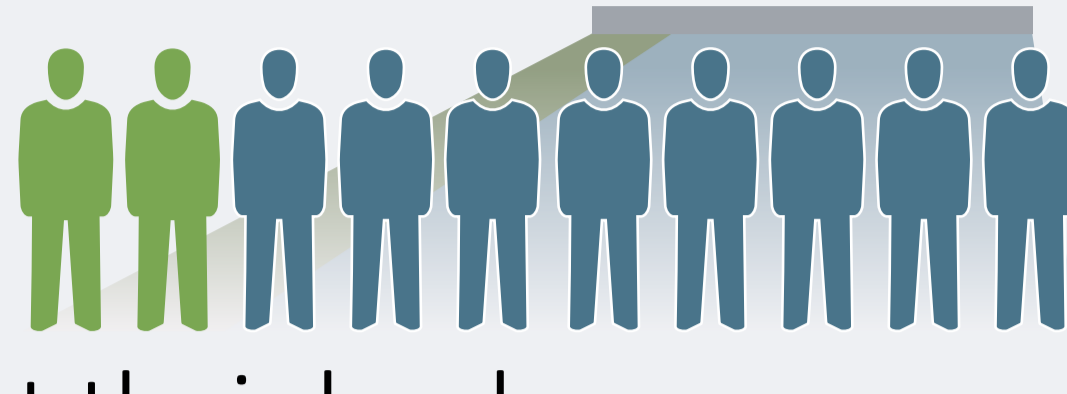


42%

of U.S. consumers rank **customer service** as the top banking quality



yet only **20%** are very confident their bank understands them.



Customer Service is Paramount



Which quality is most important to consumers when selecting a bank?



42.2%
Customer Service



24.3%
Bank Location



22.0%
Efficient Online Services



11.5%
Financial Rates/Loans

Banking Online is Top Channel, but Banks Need to Support Multichannel Customer Experiences.



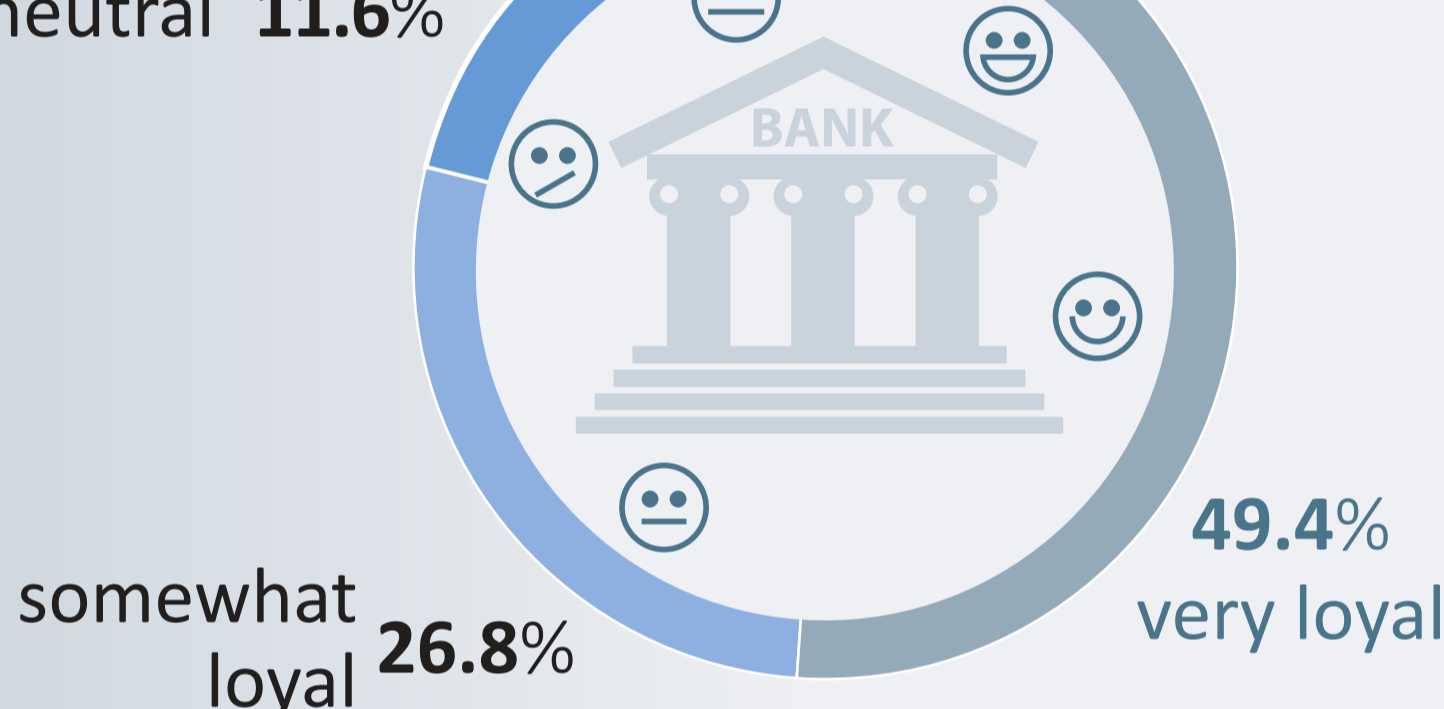
Which channels do consumers use most when conducting business with their bank?



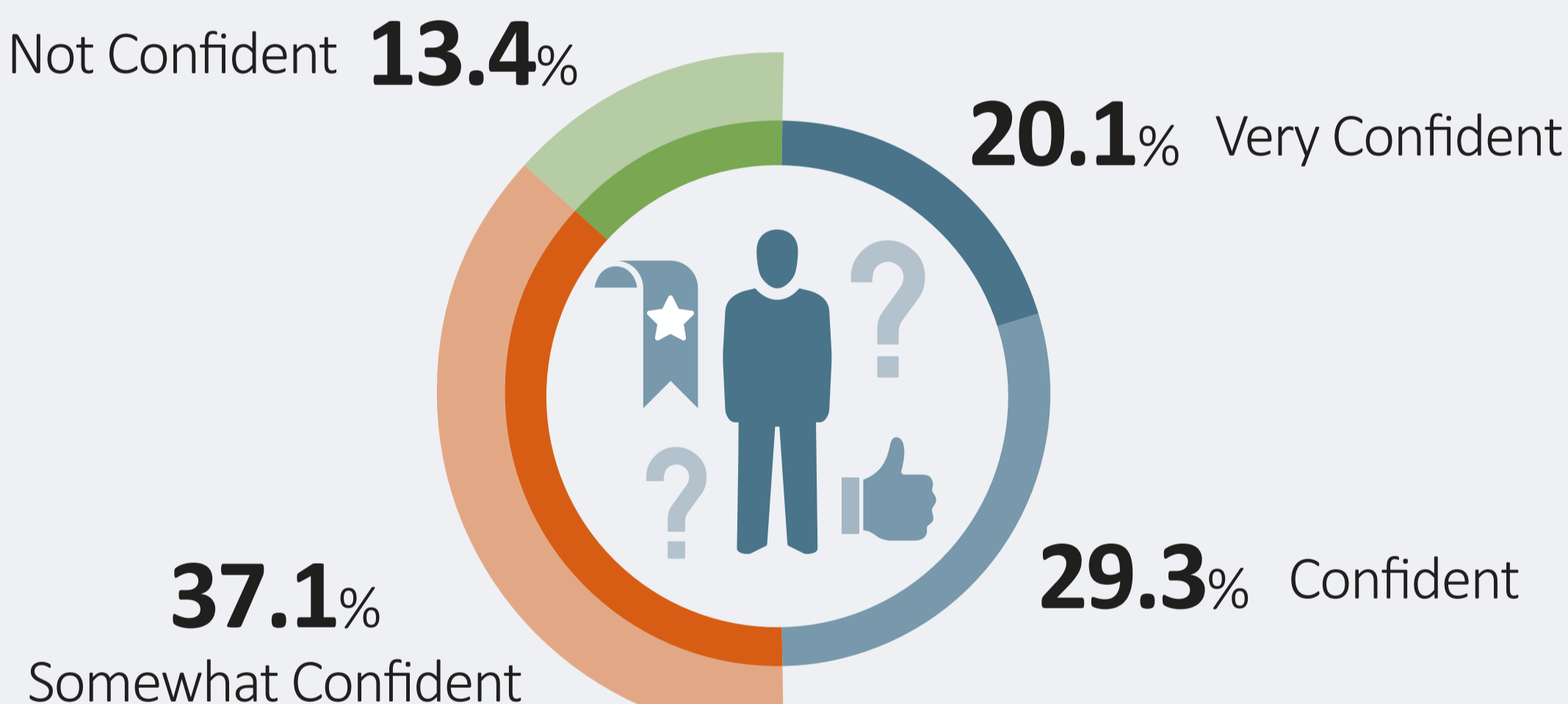
Customer Loyalty is Hard to Come by.



Over **47%** have little to no loyalty to their bank.



Consumers are not Overly Confident That Their Bank Understands Their Needs & Preferences.



Age Matters:



Number of Bank Accounts Held

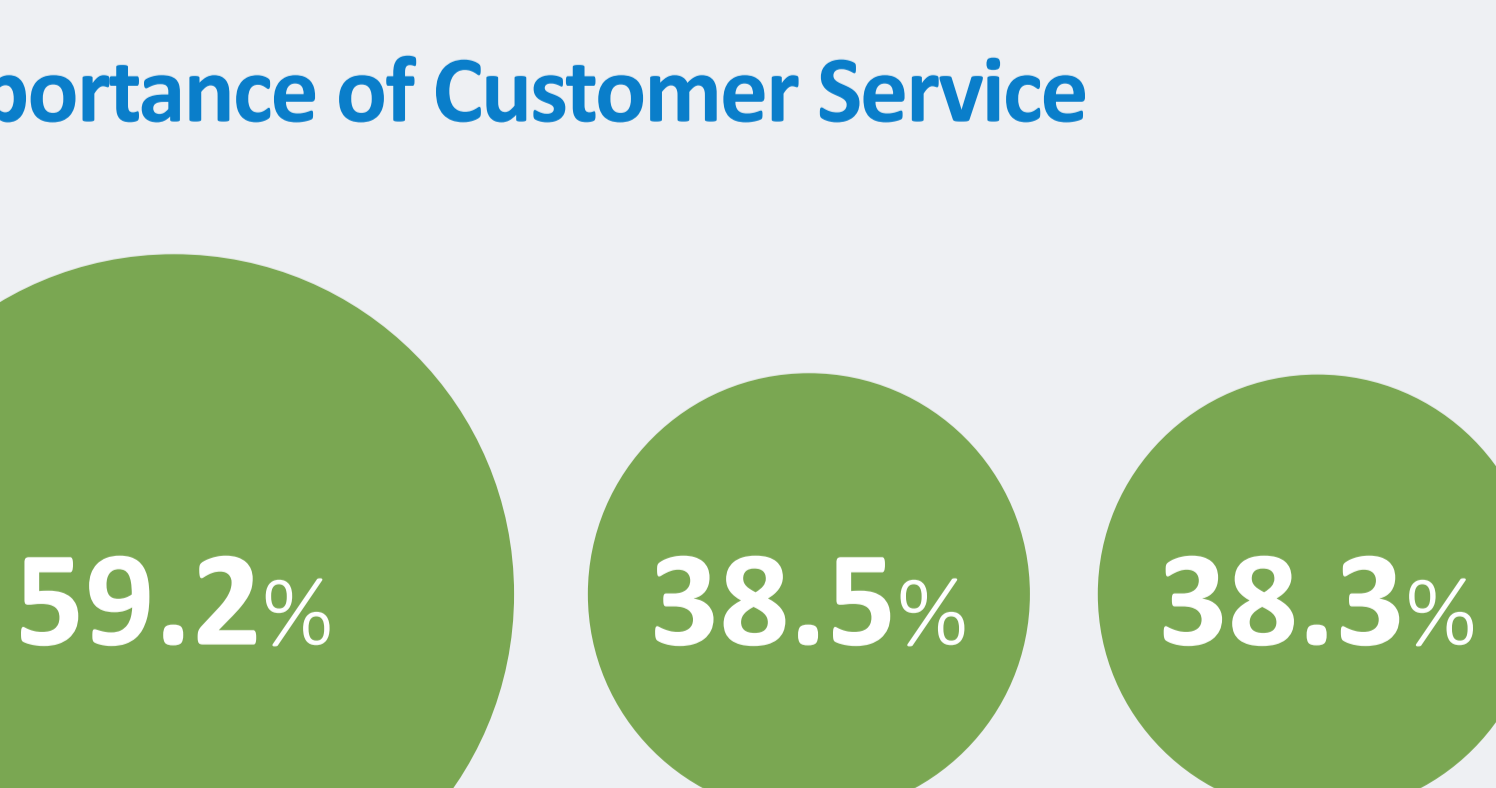
42.5% of 45-54 year-olds hold **1-3 bank accounts**



Channel through which Consumers Conduct Business



Importance of Customer Service



Banks: Time to Get Personal!

These stats underscore the need for banks to better understand their customers in order to improve the customer experience and bolster loyalty. Banks can achieve this by leveraging all of their customer data to target customers at the individual level and foster a more personalized experience.

To learn more about NGDATA and discover how Lily Enterprise can help you solve your customer experience management challenges, please go to www.NGDATA.com or contact us at info@NGDATA.com.