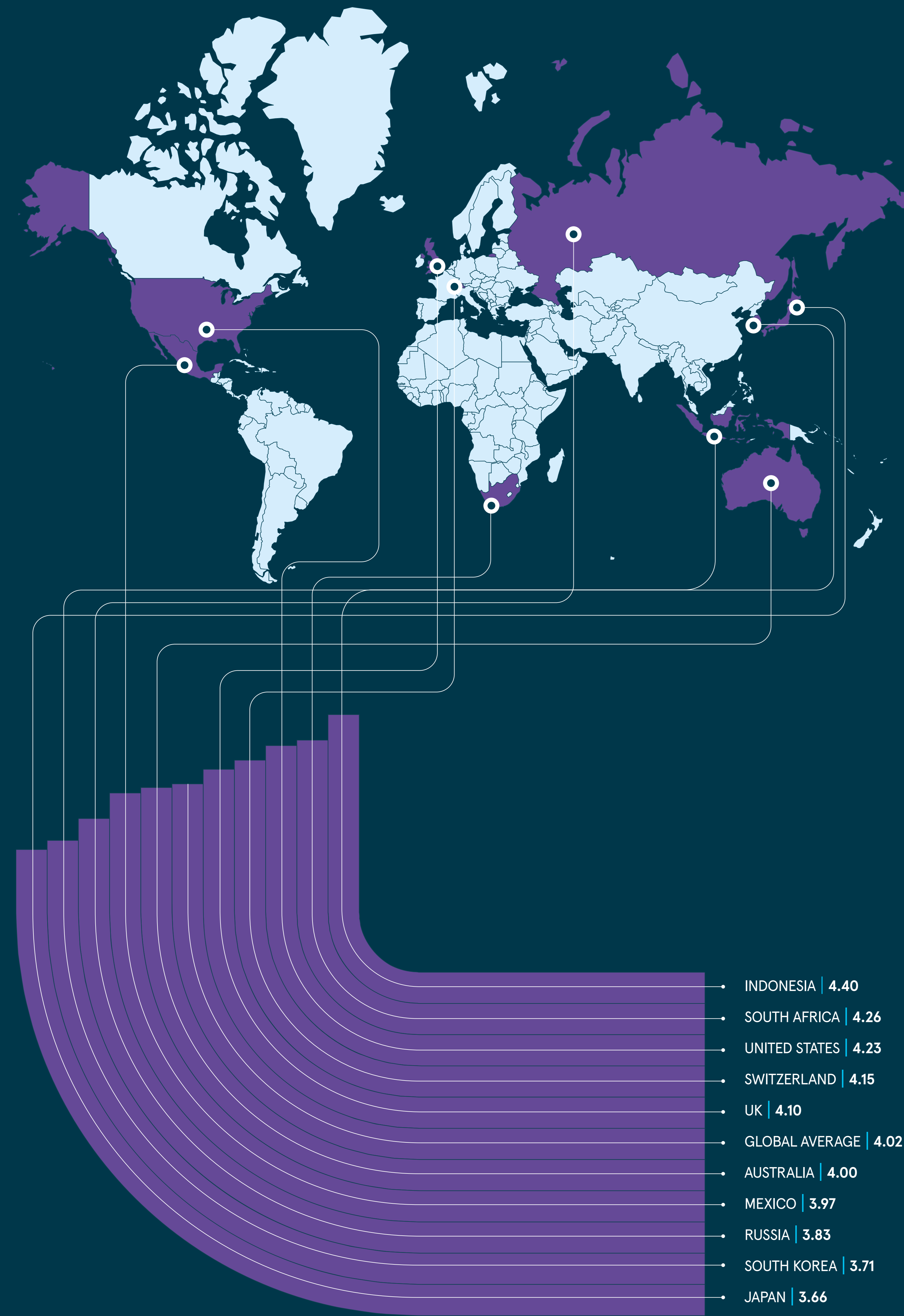


# BANKING ON TRUST

After the 2008 financial crisis, banks have been slowly rebuilding trust among consumers, and many had gone a long way to redeeming themselves when the pandemic struck. Now, to restore confidence in financial institutions once again, it is crucial that banks take the time to understand their customers and start delivering on what really matters to them

## WHERE ARE THE WORLD'S MOST TRUSTED BANKS?

Bank consumer trust worldwide 2021, by country, according to Statista's trust index, where the highest score is 5

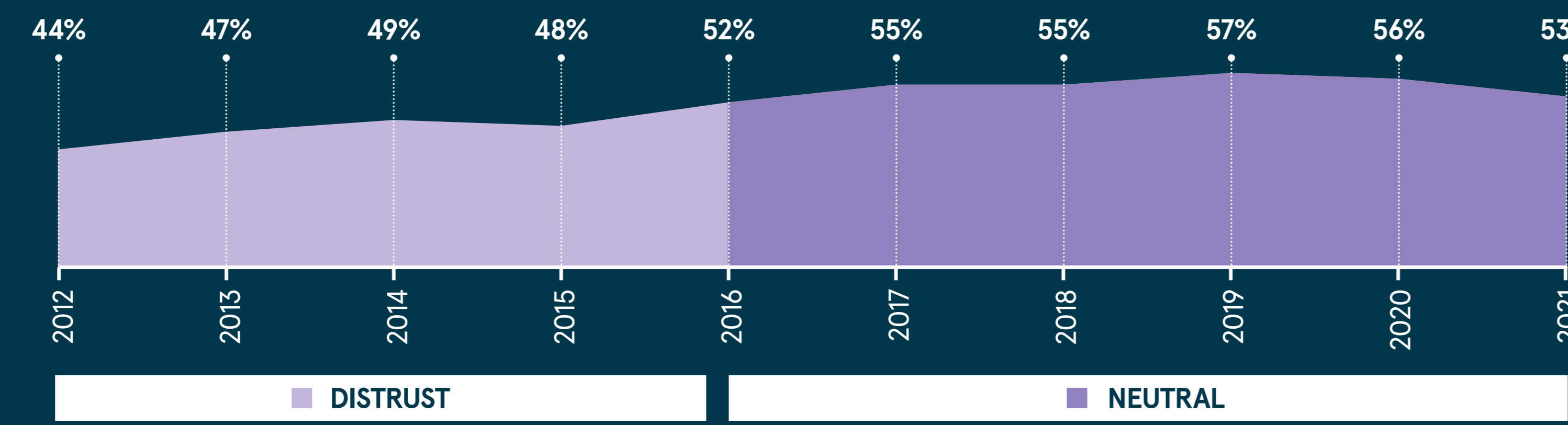


Statista 2021

## BUT BUILDING TRUST TAKES TIME

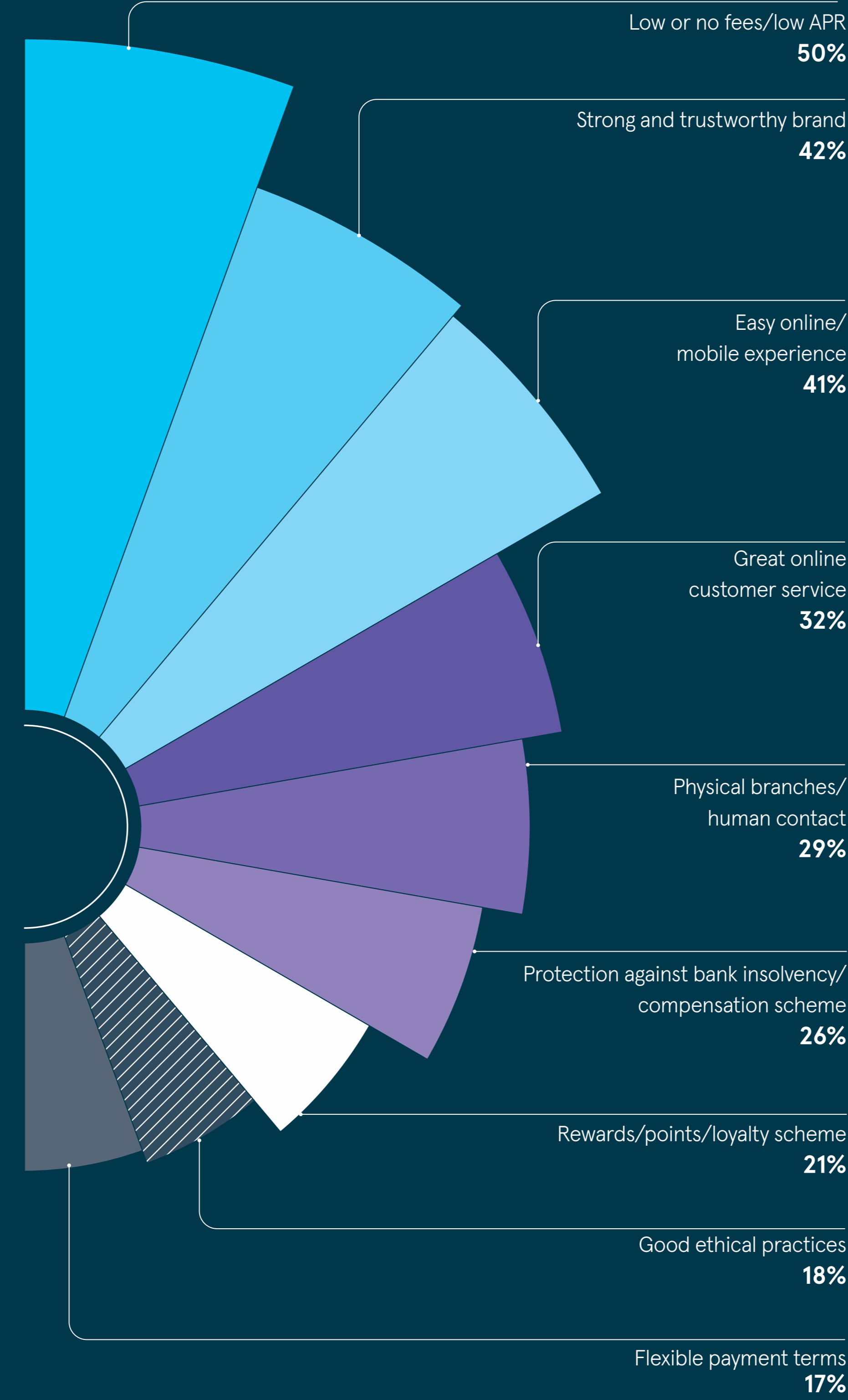
Edelman 2021

Financial services is one of the lowest-scoring sectors in terms of the percentage of people who say they trust it, though this has improved over the last decade



## HOW CUSTOMERS CHOOSE BANKING SERVICES

Global banking consumers share the three most important factors to them when choosing a debit or credit service provider



Trustpilot 2021

## BANKS MISSING A CX TRICK

70%

banks do not leverage third-party consulting expertise to understand customer dynamics

61%

firms lack a dedicated customer experience management team

51%

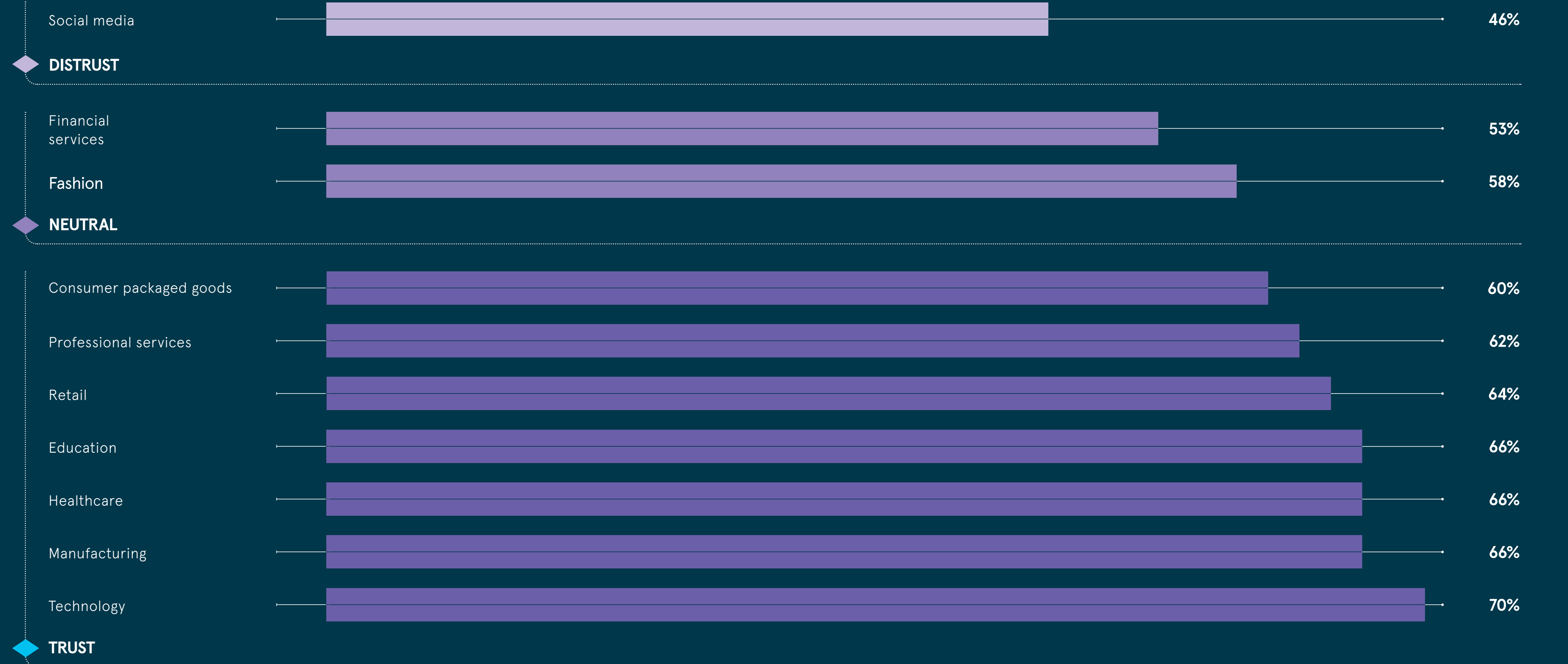
incumbents fail to map and visualise end-to-end customer journeys

Capgemini and Efma 2021

## CONFIDENCE IN BANKS TAKES A TUMBLE

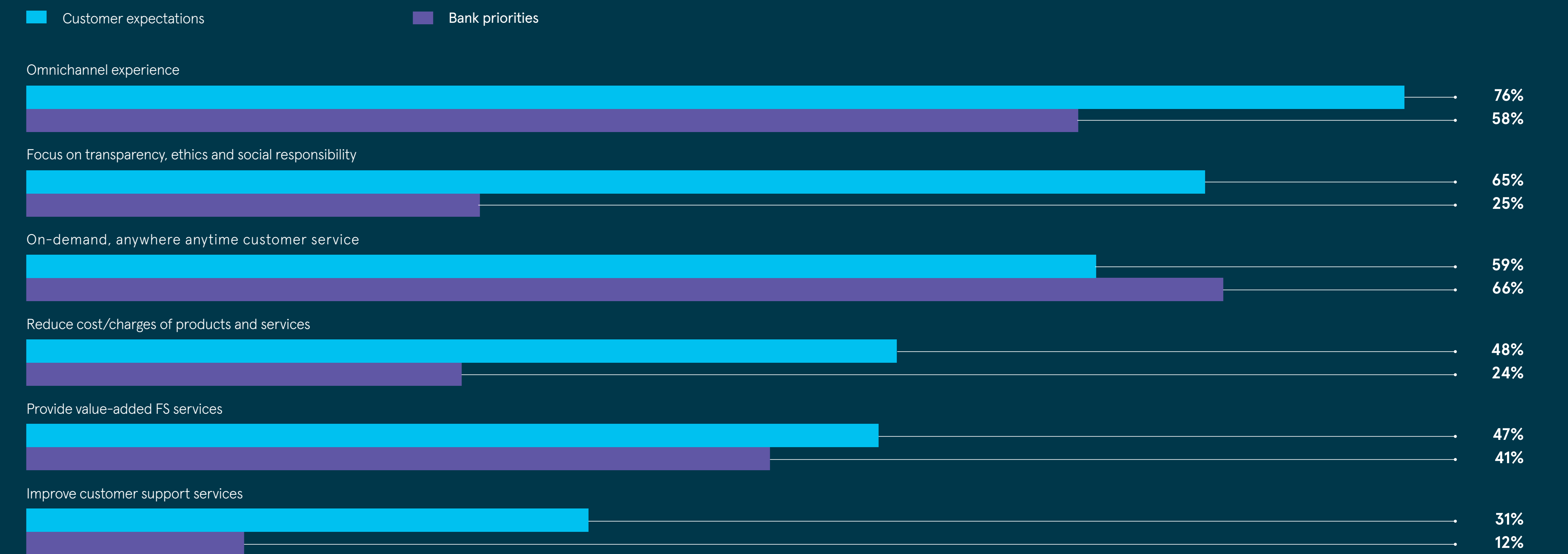
Edelman 2021

Trust is declining across sectors, with financial services down 5 percentage points since last year



## GAP IN EXPECTATIONS COULD SPELL TROUBLE

Expectations and priorities differ between global customers and banking executives



Capgemini and Efma 2021

## WHAT CONSUMERS VALUE IN THEIR BANK

Percentage of global banking consumers who chose the following as the most important factor to them when they thought about their bank



Statista 2021