THE MOBILE BANKING REVOLUTION

By 2017, an estimated one billion people will use mobile banking , and it has already become a way of life for many of us. However, there is often a gap between what mobile services customers want and what their banks offer. Getting it right can drive big benefits for both bank and customer.

DEMAND FOR MOBILE

An estimated 20.4% of people bank via their mobile too, compared to 9.7% in 2010 (UK)



bank via mobile (UK)



would like to use mobile banking (UK/US)



16-35 year olds already bank using their mobile (UK/US)



of UK banks predict that all of their customers will be using some form of mobile banking by 2017 (UK)

COMMUNICATION ISSUES



experience banking communication problems (uk/us)



believe the biggest comms problems are tech related (UK/US)



of US banking executives see mobile banking as a priority (us)

72% of mobile users believe mobile banking is insecure due to privacy and fraud concerns (UK)

CUSTOMER WISHLIST

IN THE US



would like mobile banking tailored to their shopping habits and location



would like improved transaction and

connection security

would like faster connection speeds



want a wider variety of online services





want more mobile apps



want more personalised

services

MOBILE BANKING SUCCESSES

IMPROVED CUSTOMER SERVICE

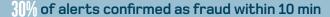


increase in customers reaching collections case manager on first call

75% can self-serve and make a payment

My satisfied with the service they receive

DECREASE IN FRAUD



Customer contacted within 30 sec of suspicious transaction

11% cut in bank losses from reaching customer faster

My cut in overall bank fraud losses

Data based on results achieved by companies using FICO solutions.





