

# 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)



20.4%  
bank via  
mobile (UK)



58%  
would like to use  
mobile banking (UK/US)



1 IN 3  
16-35 year olds  
already bank using  
their mobile (UK/US)



67%  
of UK banks predict that  
all of their customers will be  
using some form of mobile  
banking by 2017 (UK)

## COMMUNICATION ISSUES



45%  
experience banking  
communication  
problems (UK/US)



62%  
believe the biggest  
comms problems  
are tech related (UK/US)



38%  
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 



48%  
would like mobile  
banking tailored to  
their shopping  
habits and location



46%  
would like improved  
transaction and  
connection security



38%  
would like  
faster connection  
speeds



IN THE UK



52%  
want a wider  
variety of  
online services



32%  
want more  
mobile apps



31%  
want more  
personalised  
services

## MOBILE BANKING SUCCESSES

### IMPROVED CUSTOMER SERVICE

58% reduction in misdirected inbound calls  
39% increase in customers reaching  
collections case manager on first call  
75% can self-serve and make a payment  
97% satisfied with the service they receive

### DECREASE IN FRAUD

30% of alerts confirmed as fraud within 10 min  
Customer contacted within 30 sec of suspicious transaction  
50% cut in bank losses from reaching customer faster  
35% cut in overall bank fraud losses

Data based on results achieved by companies using FICO solutions.

#### Sources

TNS Global | FICO Market Survey 2012 | Forrester Research | Metaforic  
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