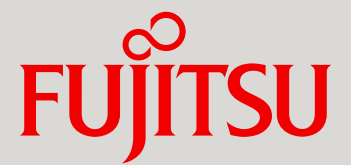


shaping tomorrow with you



# European Financial Services Survey 2016

#newpaceofchange

7,000 consumers across Europe had their say on the future of Banking and Insurance. They told us...

## CONVENIENCE IS KEY

In five years... Use more Use less

**74%**  
access Online Banking weekly

**37%**  
would switch if they weren't offered up to date technology to engage

**Mobile Apps (61%)**

Telephone (50%)

**Self-Service / ATM (48%)**

Branches (58%)

**Online Banking (76%)**

Letter (47%)

Digital is less important today for Insurance...



**Most important:**



Price (65%)



Features (52%)



**Least important:**



Online and Mobile Capabilities (9%)

...what about tomorrow?

## CONSUMERS ARE OPEN TO DISRUPTION

Would you consider buying the following from your Bank or Insurer? (% agree)

Personal Data Storage (31%)

Broadband (30%)

Home Energy (31%)

Media / TV Services (26%)

Mobile Phone (29%)

**A fifth** would buy Banking or Insurance from companies like Amazon, Apple, Facebook and Google.

## USING PERSONAL DATA: HIGH RISK, HIGH REWARD

**97%** of consumers are happy for their personal data to be used to inform, recommend or add value.

As long as you keep it safe

**59%** would switch if their provider suffered a security breach.

How?

- Lower your premium (59%)
- Recommend services (47%)
- Keep you informed of spending habits (44%)
- Track your fitness (38%)

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