



sld

RETAIL BANKING'S NEW REALITY

RESPONDING TO THE COVID-19 CRISIS



ABOUT US

Shikatani Lacroix Design (SLD) harnesses the power of strategically led design to give brands confidence in the future of the ever-shifting retail space. With over three decades of experience, SLD is uniquely positioned to deliver transformational change for our clients, from packaging and environmental design to graphics and digital. Through the proven Blink Factor principle and Think Blink processes, SLD creates immersive experiences that connect with customers emotionally, instantly and powerfully.

ABOUT THE AUTHOR

Jean-Pierre Lacroix R.G.D., President and Founder of Shikatani Lacroix Design

When it comes to the design industry, President Jean-Pierre Lacroix is always one step ahead in the branding and design game. A visionary design thinker, author and speaker, JP maintains an unwavering focus on the latest and emerging trends. Driven to produce measurable results through strategic insights, he is committed to helping brands own the consumers' "at-purchase moment."



JP's past industry involvement as a board member with the Packaging Association of Canada, Design Industry Advisory Committee, Retail Council of Canada, the Canadian Marketing Association, Signs Canada, the Society for Environmental Graphic Design, and the Association of Registered Graphic Designers of Ontario has enabled him to assist clients in identifying the leading packaging, retail and digital trends that affect their branding initiatives.

Since opening the Shikatani Lacroix Design doors more than 30 years ago, JP has grown this company into one of the most respected and sought after multidisciplinary strategic design agencies in the world. Along the way, he has developed a reputation as a true innovator and first-rate problem-solver, with expertise in providing clients with unique, results-driven solutions for their product and service needs.



CONTEXT

The retail banking industry is one that has been significantly impacted by technology with the growth of Fintech alternative banking platforms, the shift of consumers away from branches towards digital channels and the rise of alternative payment platforms such as mobile wallets. Ironically, in spite of this disruption, our Future Readiness study conducted in January clearly identified that banks are currently focused on shorter term threats, leaving them vulnerable to unexpected market shaping disruptions.

The key question we wanted to answer as part of a major consumer study, namely with the arrival of COVID-19 and its impact on all industries, was whether banks' collective move to digital helped them maintain an acceptable level of operation?

OVERVIEW

The current pandemic has put greater importance on the stability of the banking industry. Banking customers generally experience a high degree of financial anxiety, with stresses ranging from job security to paying their bills on time. These anxieties have only become more pressing with the arrival of COVID-19. In order to gain greater insights on consumer behaviors and attitudes during the pandemic and the recovery period towards a new normal, we conducted consumer and industry research to assess the following questions:



CONFIDENCE

What is the overall confidence levels of bank customers?



METHODS

Have banking method behaviors shifted in response to the pandemic?



BEHAVIORS

How will these behaviors shift coming out of the pandemic?



AGE, COUNTRY AND GENDER

Does age, country or gender impact the new banking behaviors?



CUSTOMER STRATEGIES

What social distancing and other safety measures are most relevant for customers?



STAFF STRATEGIES

What social distancing and other safety measures are most important for branch staff?

The good news is there is a high level of optimism reflected in the findings in this report, reinforcing the fact that banks had already started to future proof their institutions from unplanned disruptions such as hurricanes, floods, fires and snowstorms. However, who would have thought a global pandemic would challenge many of the contingency plans banks had already put into place?



HYPOTHESIS

Based on the survey results, SLD was able to validate the hypothesis that banks have fostered digital banking customer rituals which have allowed this industry to remain relevant during the COVID-19 crisis. The study does provide clarity on the importance level of key social distancing strategies currently in place and some which may be required once the pandemic subsides.

RESEARCH GOALS

The study had the following objectives:

1. To understand current and future customer banking behaviors.
2. To identify which social distancing and health safety strategies are most relevant to customers.
3. To determine any potential differences in behavior and attitudes between the various age groups, genders and nationalities.
4. To identify any potential risk to the industry emerging from the crisis.

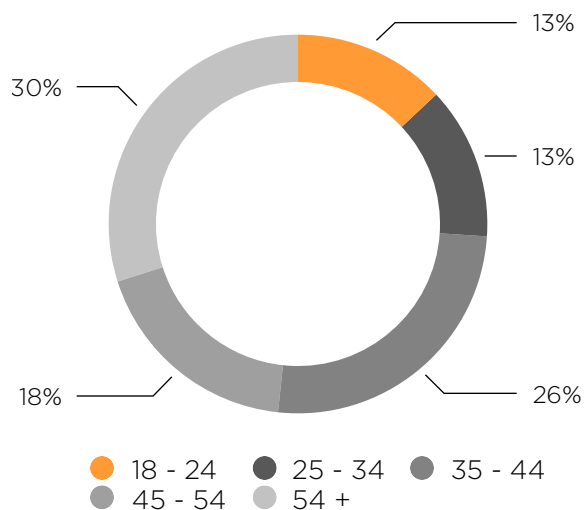
ABOUT THE STUDY

Research was conducted during the week of April 1st with 2,000 consumers in both the United States and Canada as part of an online study (we have attached the questionnaire in the appendix for your reference).

Respondents were asked a series of questions regarding channel preference, usage and relevant social distancing and safety strategies. Many of these strategies have emerged as banks proactively respond to ensure their customers' and employees' trust in their safety is maintained during the crisis.

The survey successfully captured perspectives of members from various industries, including private, public and government organizations. The sample of the survey reflects great diversity of participants through the U.S. and Canada and a comprehensive gender split. Age groups of respondents reflected a wide range of cohorts of the population. A subset of five percent of the respondents represented managers, tellers and executives from the banking industry to help determine if there are any variances between the strategies of consumers and bankers.

2,000 RESPONDENTS

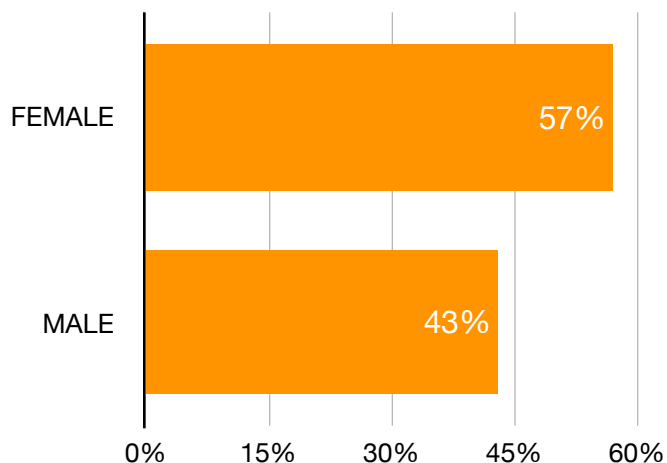
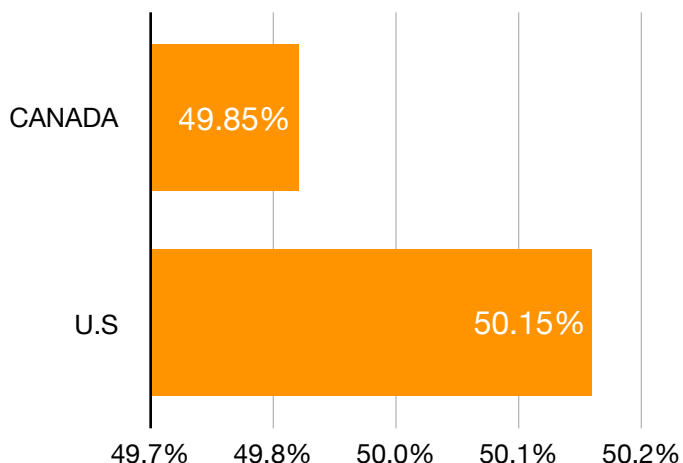


BY AGE

There is a relatively even divide of age groups.

BY COUNTRY

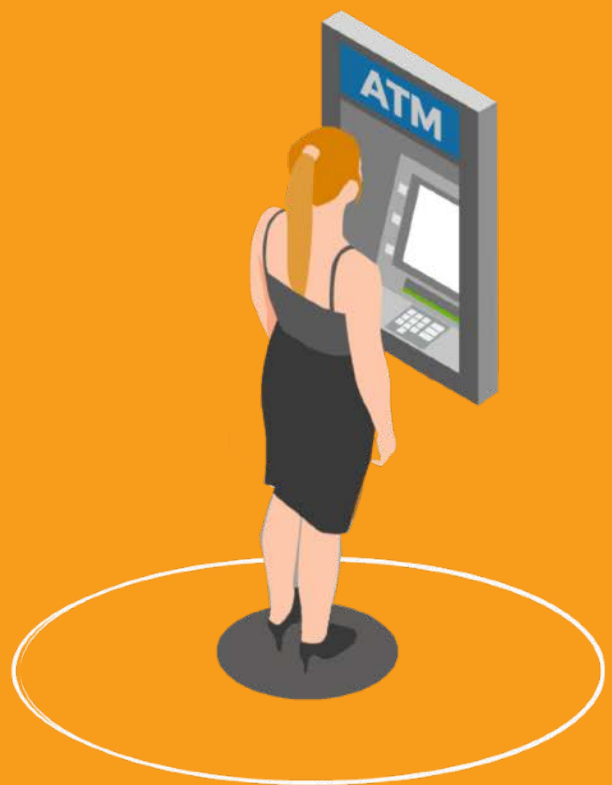
Canadian and American respondents were virtually identical in number.



BY GENDER

Female respondents outweighed male respondents by 14 percent.

KEY REPORT FINDINGS





KEY INSIGHTS

One key discovery is that while more impersonal methods play a large role in banking, telephone can anticipate an increase in usage as the pandemic increases in length. Given a lower preference for virtual meetings, telephone may be a new dominant medium for banks. Generally speaking, all non-physical channels will see a surge, necessitating a more sophisticated branch network.

Also, the undecided cohort presents a great opportunity for banks. Given that this skews towards physical bank customers, all precautionary in-branch actions taken NOW will see a steep impact in the near future.

Additionally, physical attributes take a dominant spotlight in reducing customer anxiety. Customers want to see definitive and visible actions taken by their branches, giving them control over their own safety via preventative health measures such as enforced social distancing and sanitation stations. Digital should be leveraged to further these safety measures.



Attitudes regarding COVID-19 vary by age, geography and primary banking channel. Ensure tone of communication is accordingly aligned to the age group and channel.



Mobile and digital will remain king as most-used banking methods, but telephone will increase in usage in the ensuing months. Telephone banking must be optimized for potential influx.



Reliance on the branch channel will become reduced once the pandemic ends, putting greater pressure on banks in retooling and bringing more meaning to their branch network.



17 percent of customers are undecided on whether or not to switch banks after COVID-19, presenting ample acquisition opportunities post-pandemic.



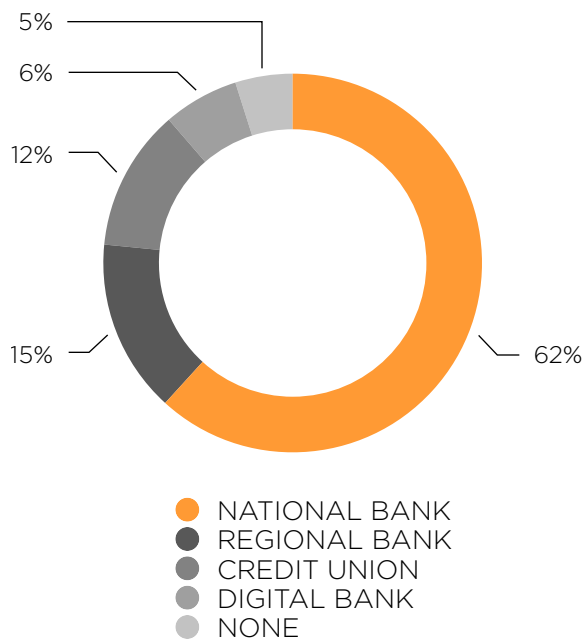
For reduced anxiety, customers demand visible and tangible precautionary measures in-branch and digital features to facilitate this.

PRIMARY FINANCIAL INSTITUTION AND ATTITUDES



PRIMARY FINANCIAL INSTITUTIONS VARY WIDELY ACROSS DEMOGRAPHICS

OVERALL



How would you define your primary financial institution?

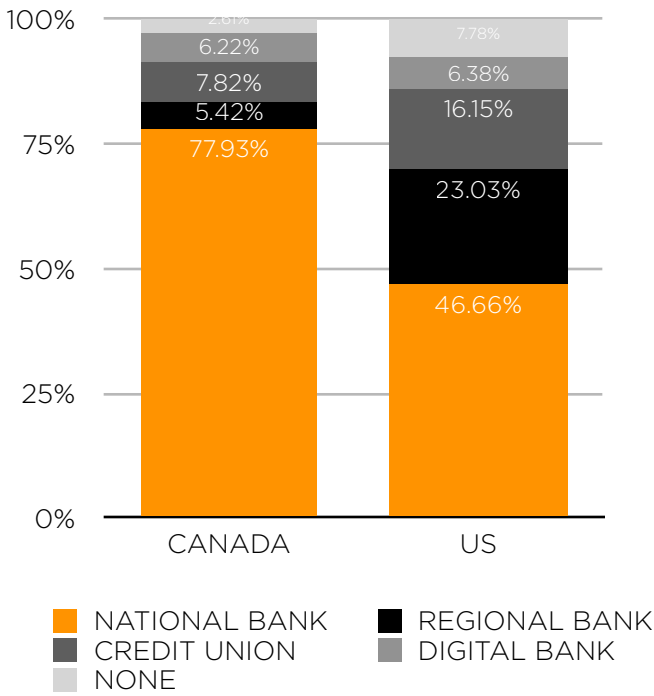
Large National Bank was the highest identified overall (61.7 percent), followed by Smaller Regional Bank (14.8 percent), Credit Union (12.0 percent), Digital Bank (6.45 percent) and No Primary Bank (4.9 percent).

BY AGE

18-24 compose the highest number of those with No Primary Bank (10.53 percent).

Digital Banks are used more by 23-34 year olds (7.97 percent) versus the general demographic (6.45 percent).

BY COUNTRY



How would you define your primary financial institution? Sorted by Geography

Large National Banks remained highest across both U.S. (46.66 percent) and Canada (78 percent), though significantly higher for the latter.

This was followed by Regional and Credit Union with a greater number of U.S. customers banking in both of these channels versus Canada (U.S. 39 percent vs CAN 13 percent).

This may be attributed to the concentration of national banks in Canada versus the U.S. with stronger regional bank representation.

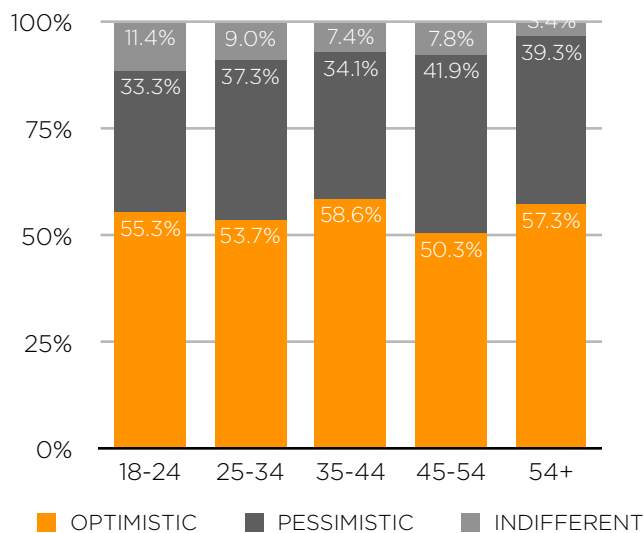
BY GENDER

Men over index in Large National Bank usage (67.56 percent) whereas women skew towards Regional Banks (17.02 percent).

GENERAL COVID-19 ATTITUDES ARE POSITIVE

OVERALL

When inquiring if they were optimistic the pandemic would end within three months, pessimistic it would end within six months, or indifferent, most customers are hopeful.



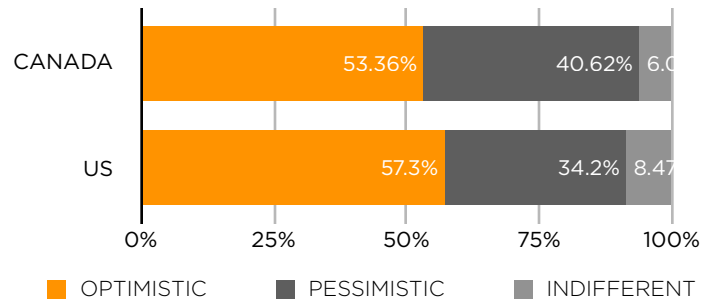
Please select one of the following three descriptions which best represents your current overall attitude; Sorted by age

BY AGE

Age groups play an important role in the degree of optimism and pessimism, as optimism is highest in older Millennials and younger Gen X (35-44) while the pessimistic cohort is the remaining Gen X (45-54).

Meanwhile, the most indifferent age group is 18-24. These observations imply the need for varied messaging while targeting different audiences, changing the tonality according to their attitudes.

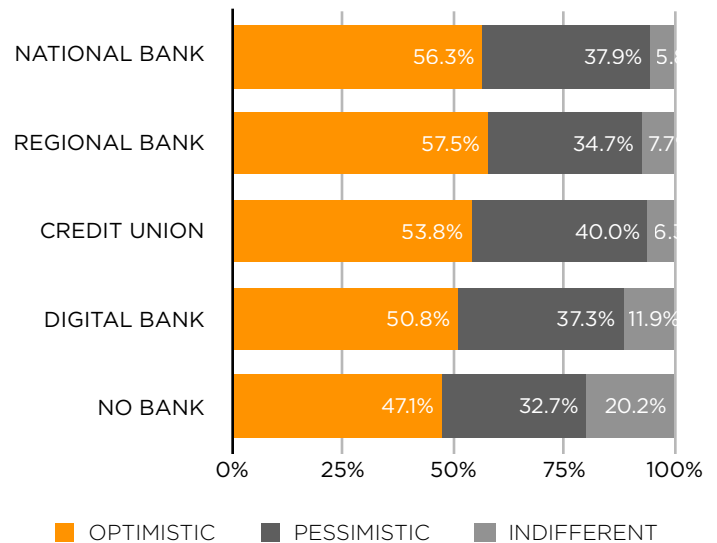
BY COUNTRY



Please select one of the following three descriptions which best represents your current overall attitude; Sorted by Country

This can be seen in the contrast between Canadian and U.S. attitudes as well, implying that Canadian messaging will need a crisis-support tone whereas U.S. messaging can be more casual.

BY PRIMARY FINANCIAL INSTITUTION

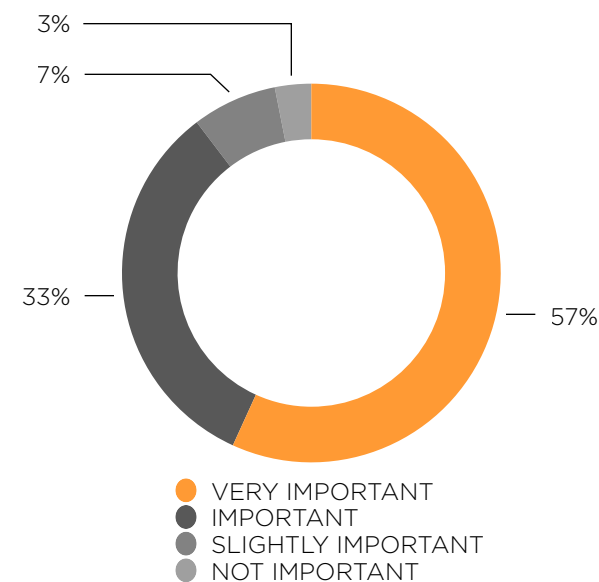


Please select one of the following three descriptions which best represents your current overall attitude; Sorted by primary financial institution

Attitudes can also be derived from primary bank, with greater indifference in Digital Bank customers and those who don't have a bank.

IT IS IMPERATIVE TO CUSTOMERS THAT BANKS ARE SUPPORTING THEIR COUNTRY

OVERALL

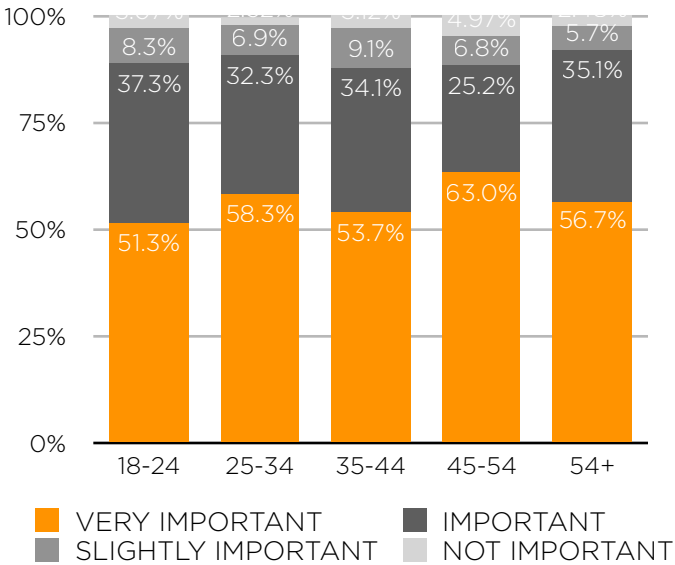


How important to you is your bank's support for your country during COVID-19?

When asking about the importance of a bank’s support for the participants’ country, it was clear that respondents feel strongly. A bank must make efforts to publicly support the country in any monetary and tangible means possible. This may help the reputation of the industry be seen in a better light once the pandemic ends.

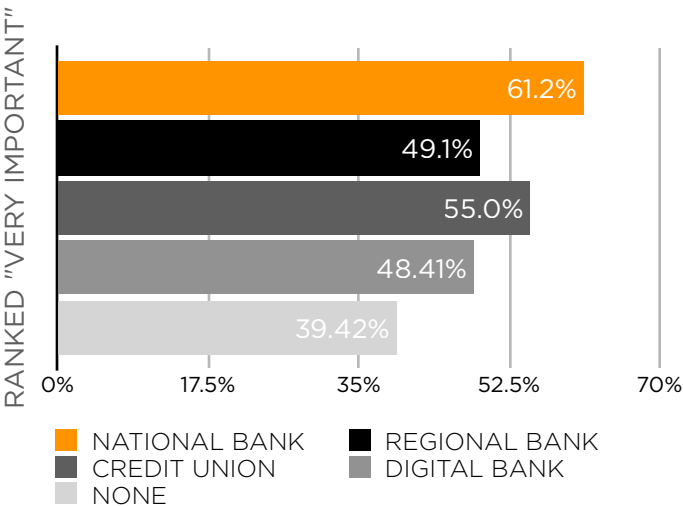
BY AGE

In terms of age group, respondents who were 25-34 and 45-54 had a tendency to score significantly higher versus the total average and the other age groups.



How important to you is your bank's support for your country during COVID-19? Sorted by age

BY PRIMARY FINANCIAL INSTITUTION



How important to you is your bank's support for your country during COVID-19? Sorted by primary bank

Customers whose primary bank is a National Bank ranked the importance of bank support highest. It was interesting to note customers who use a Digital Bank and Credit Union score the importance relatively lower. Perhaps there is a perception that these entities have fewer resources to support the country.

BANKING BEHAVIOR SHIFTS



BANKING BEHAVIORS PRIOR TO COVID-19 WERE LARGELY DIGITAL

OVERALL

Prior to the pandemic, the methods of banking from most to least used were as follows:

- 1) Online
- 2) Mobile
- 3) ATM
- 4) Branch
- 5) Telephone
- 6) Chat
- 7) Other

BY PRIMARY FINANCIAL INSTITUTION

Respondents who selected a National Bank as their primary financial institution tended to bank less often in the branch and rely more heavily on the online, mobile and telephone channels versus the other types of banking categories.

Customers having a Regional Bank as their primary financial institution tend to use the branch more often and have a lower usage of online versus the total sample.

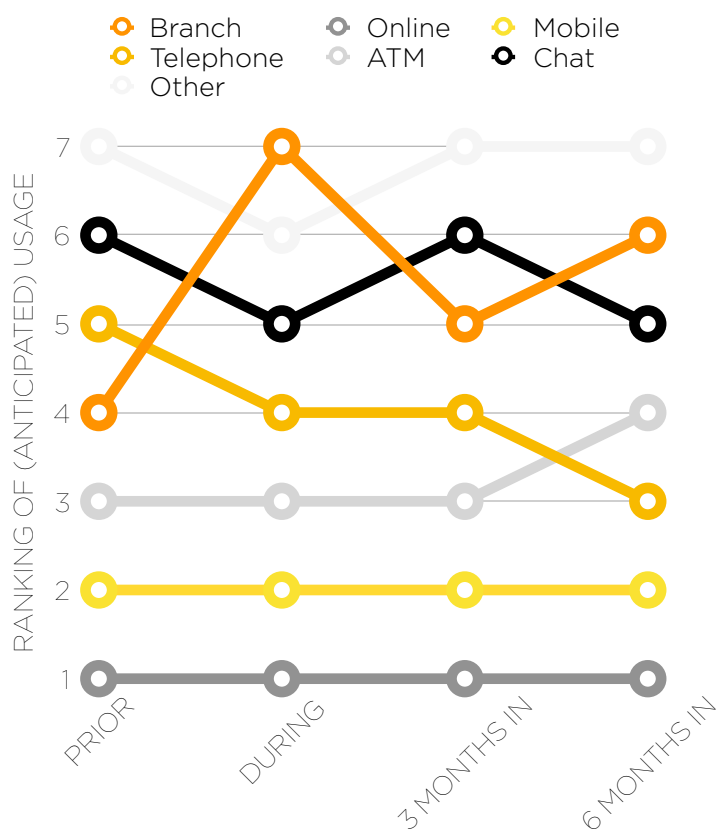
Respondents who identified they did not have a primary bank tended to over index on the use of mobile as their primary way of banking versus online or other channels.

BY COUNTRY

When we look at the responses of Canada versus the U.S. we note some minor variances where Canadians have a higher use of banking online versus the U.S.



BANKING BEHAVIORS ARE BECOMING REMOTE, AND MORE PERSONAL CHANNELS WILL SEE A SURGE



Please rank your methods of banking from most to least used PRIOR to the COVID-19 Pandemic; rank for usage DURING; rank for usage 3 MONTHS IN; rank for usage 6 MONTHS IN

During the pandemic we see a significant shift away from branch visits, with its ranking dropping from fourth to last place during the pandemic and lingering in the bottom three throughout.

Online remains number one in most used method of banking throughout, with mobile retaining a strong second place.



Interestingly, we see telephone surge into greater popularity with a longer pandemic duration, indicating that there may be a greater demand for a human voice as COVID-19 continues.

ATM usage will predictably decline as customers seek out remote banking options. This may accelerate the cashless trend.

Meanwhile, the chat function fails to experience much growth during this time, illustrating that this channel is still in its infancy stage of adoption.

The study supports the fact that banks were well prepared for the pandemic by providing customers with a wide range of banking channels with well established behaviors which were immune to the crisis.

Based on the study we can predict a more rapid decrease in the importance of the physical branch as customers become more habituated to the use of digital, which is a behavior that will linger long-term. Thus, banks must retool their branch networks to enhance customer experience.

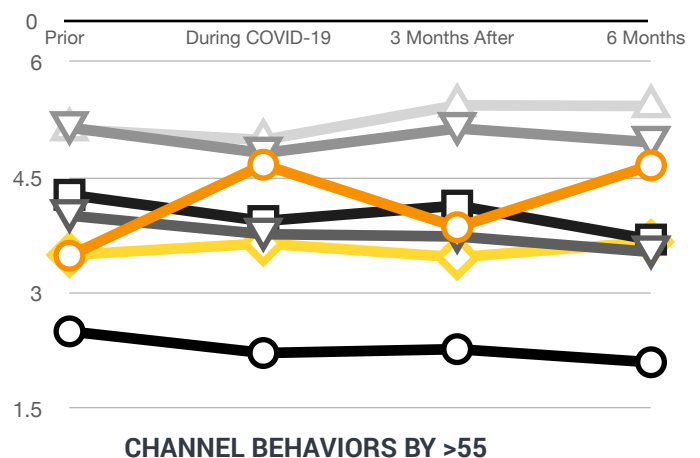
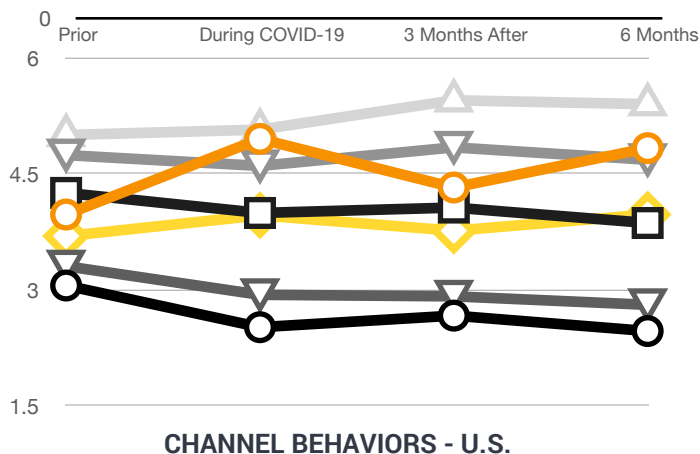
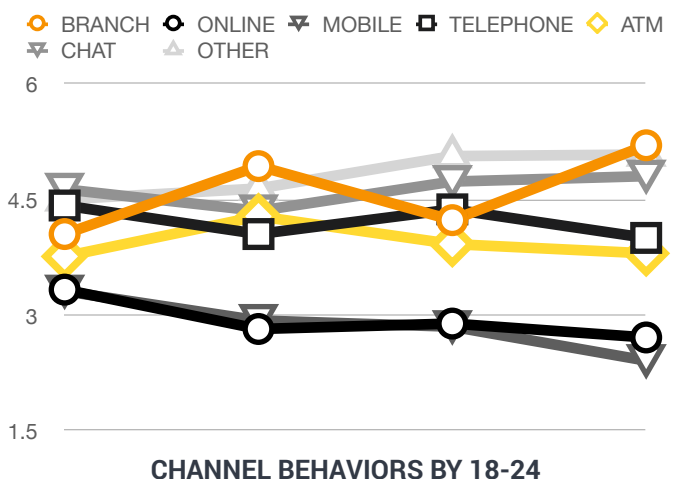
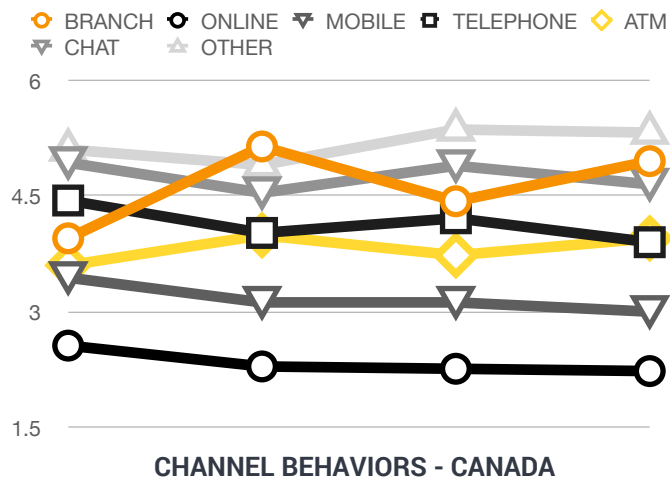
Also, it will be important for banks to bolster their telephone capabilities and customer service to address an increase in usage and demand.

BANKING BEHAVIORS SHIFT BY AGE BUT OVERALL CONSISTENT ACROSS NORTH AMERICA

Looking at the banking behaviors between Canada and U.S. we see similar behaviors across the four potential timelines with slight variances. In Canada online usage is slightly higher than the U.S. and its branch channel is marginally higher at the three month period. Other than these slight variances, channel behaviors are very similar.

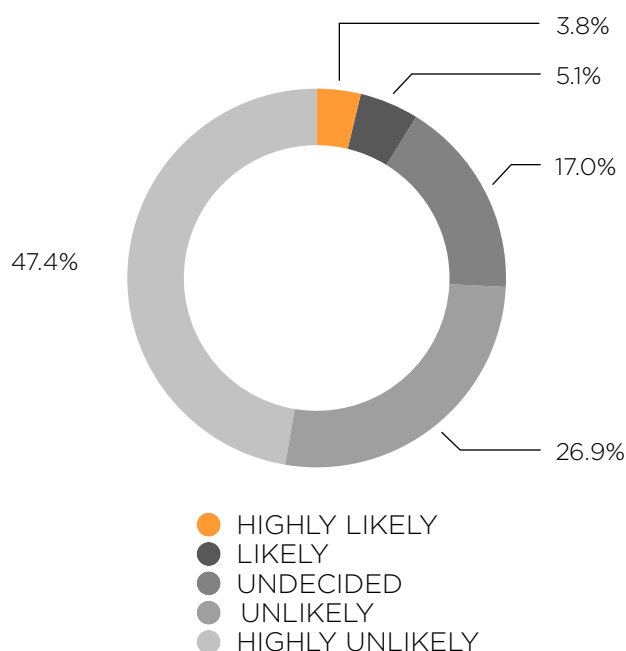
When you view the channel behaviors across the different age segments, we notice the branch channel incurs the highest level of change across all age segments. The beacon of consistency is online across all age segments. Mobile importance is significantly lower for the 55 plus, presumably because this segment favors a larger font and keyboard. Online and the branch channel are more important for this age segment.

Interesting to note both the 18-24 and 55 plus age segments demonstrate strong similarities of channel usage, while the 25 to 54 segments have very similar channel behaviors across the four time horizons.



LIKELIHOOD TO SWITCH BANKS AFTER COVID-19 IS LOW, BUT INDECISIVENESS PRESENTS OPPORTUNITY

OVERALL

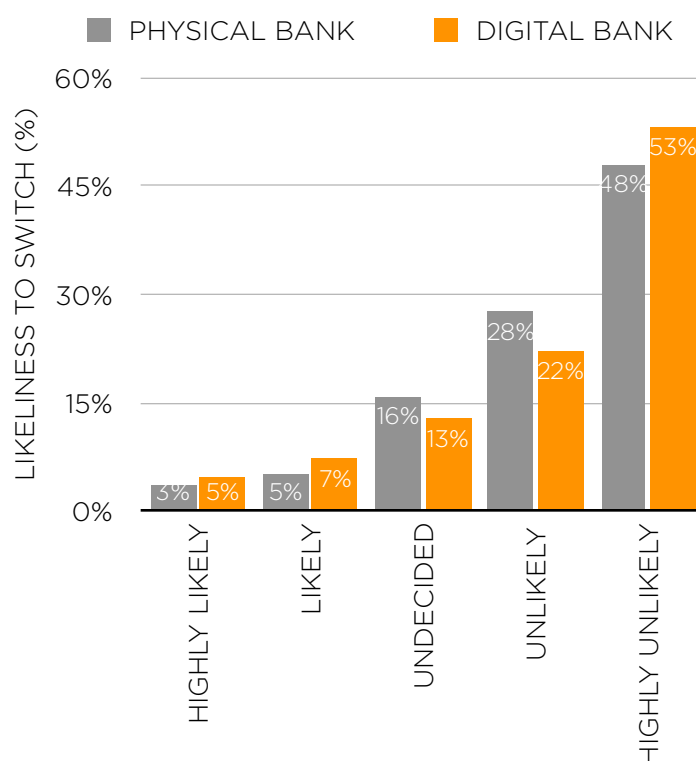


Has the COVID-19 pandemic impacted your likelihood to switch banks?

Overall, the majority of customers are highly unlikely to switch banks once COVID-19 has ended. However, there is an interesting 17 percent of undecided customers, which presents a compelling opportunity for banks to sway those on-the-fence away from their competitors.

BY PRIMARY FINANCIAL INSTITUTION

This undecided cohort is skewed towards physical bank customers. What this implies is that any physical branch precautions now will have a steep impact on the bank's perception once COVID-19 is over. This means physical banks must be ahead of the curve in precautionary action now to reassure their customers and gain those who are dissatisfied with their own banks.



Has the COVID-19 pandemic impacted your likelihood to switch banks? Sorted by physical vs digital bank as primary financial institution

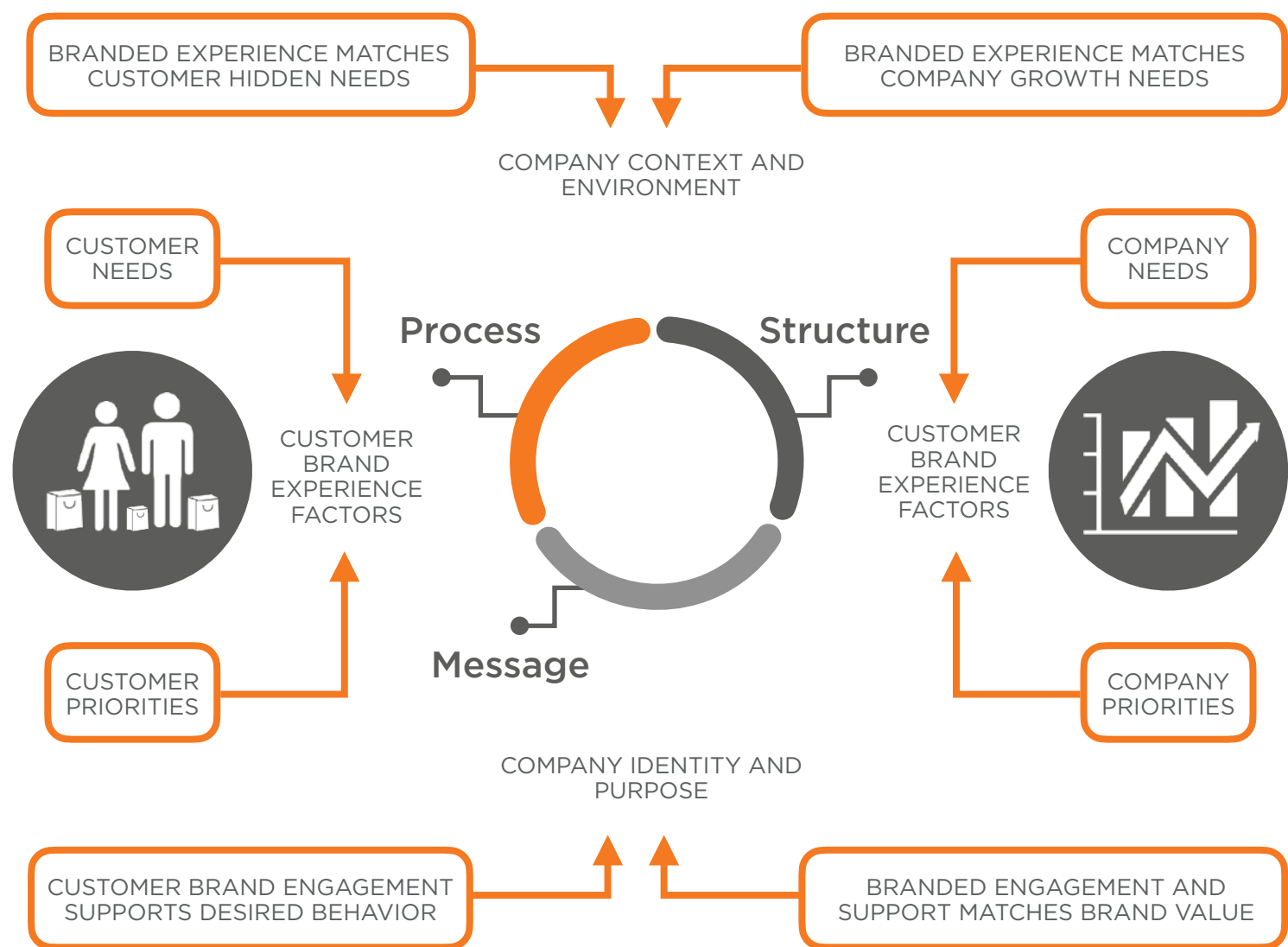
Therefore, this is an important time for banks to ensure they are ahead of their competitors in customer experience and precautionary measures, and prepare strong acquisition strategies for when COVID-19 dies down.

STRATEGIES TO OVERCOME CUSTOMER ANXIETY



IDEAL OMNI-CHANNEL MODEL

We explored customer’s anxiety points through SLD’s **PROCESS-MESSAGE-STRUCTURE** model, aligning needs of the brand with the needs of the customer.





CUSTOMER ANXIETY

What are the existing points of customer anxiety in banks and what strategies can be employed to best overcome them?



PROCESS

Evaluating the digital and physical customer journey as well as backend procedures for optimal customer service at this time.



MESSAGE

Understanding how messaging should be rejigged in physical and digital formats to reassure customers.



STRUCTURE

Taking a closer look at the branch layout and physical structures in place for areas of opportunity.

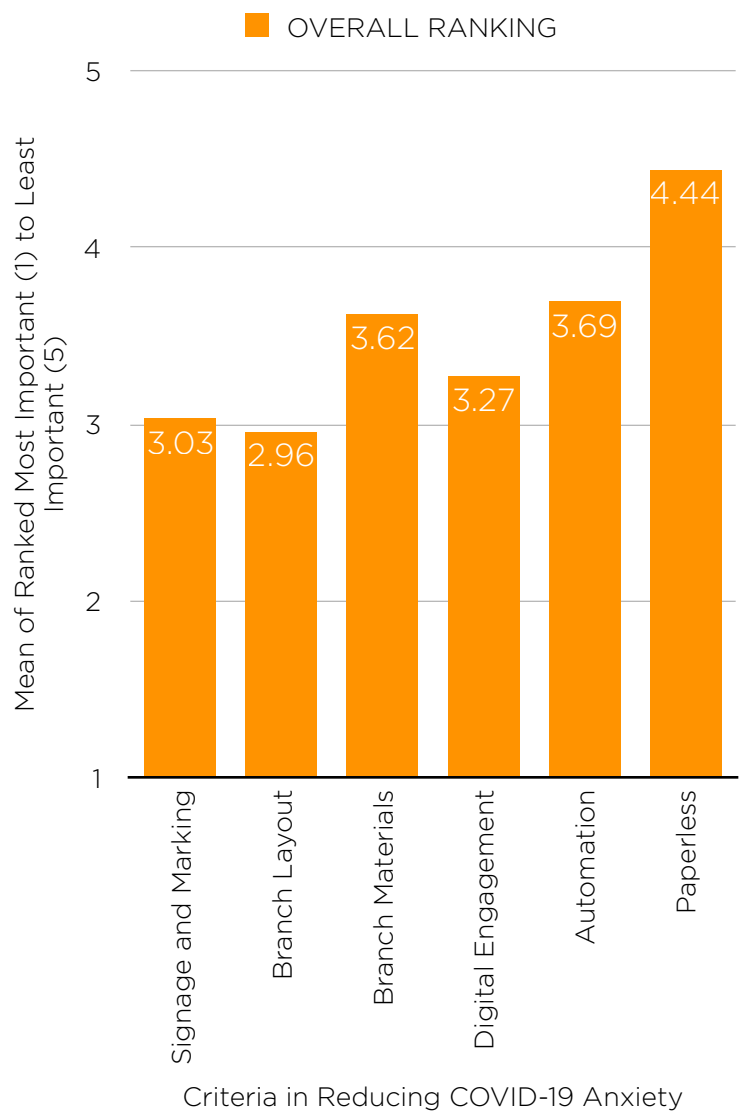
POST-COVID-19 ANXIETY REDUCTION FACTORS

At this moment, physical attributes such as signage, marking and branch layout are top-of-mind for customers when it comes to post-COVID-19 banking anxiety. This is consistent across all demographics and cohorts with the unsurprising exception of digital-only bank customers.

The implication here is that omni-channels are lower priority upon branch openings, as banks must place short-term focus on in-branch signage and social distance marking, as well as branch layout optimizations for wide spaces and sanitation stations. A second priority are digital engagement features that allow for customers to schedule appointments and check-in online.

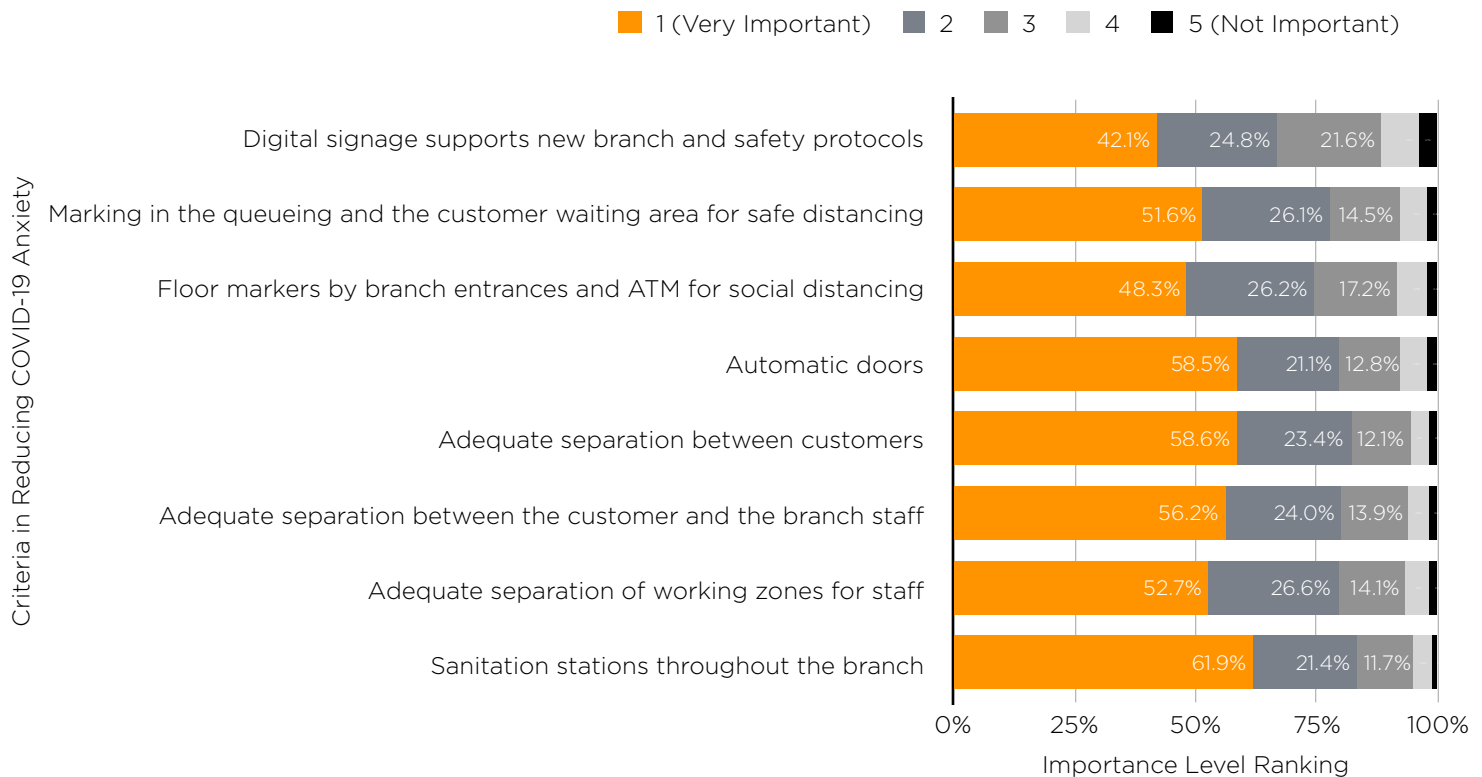
Meanwhile, branch materials, automation and surfaces are less relevant to anxiety reduction. This demonstrates that customers are more concerned with other human beings as potential vessels of illness than contaminated inanimate objects.

The key takeaway is that customers are craving some element of control during this time, therefore physically-marked social distancing space and the availability of sanitation stations provide the best means of control, and hence are most effective in reducing customer anxiety.



Please rank the following based on how much it would help to reduce your anxiety in banking after the pandemic is over

PROCESS AND STRUCTURE: IN-BRANCH



Please rate the following criteria on its importance in decreasing your COVID-related concerns about banking, with one being very important and five being not important

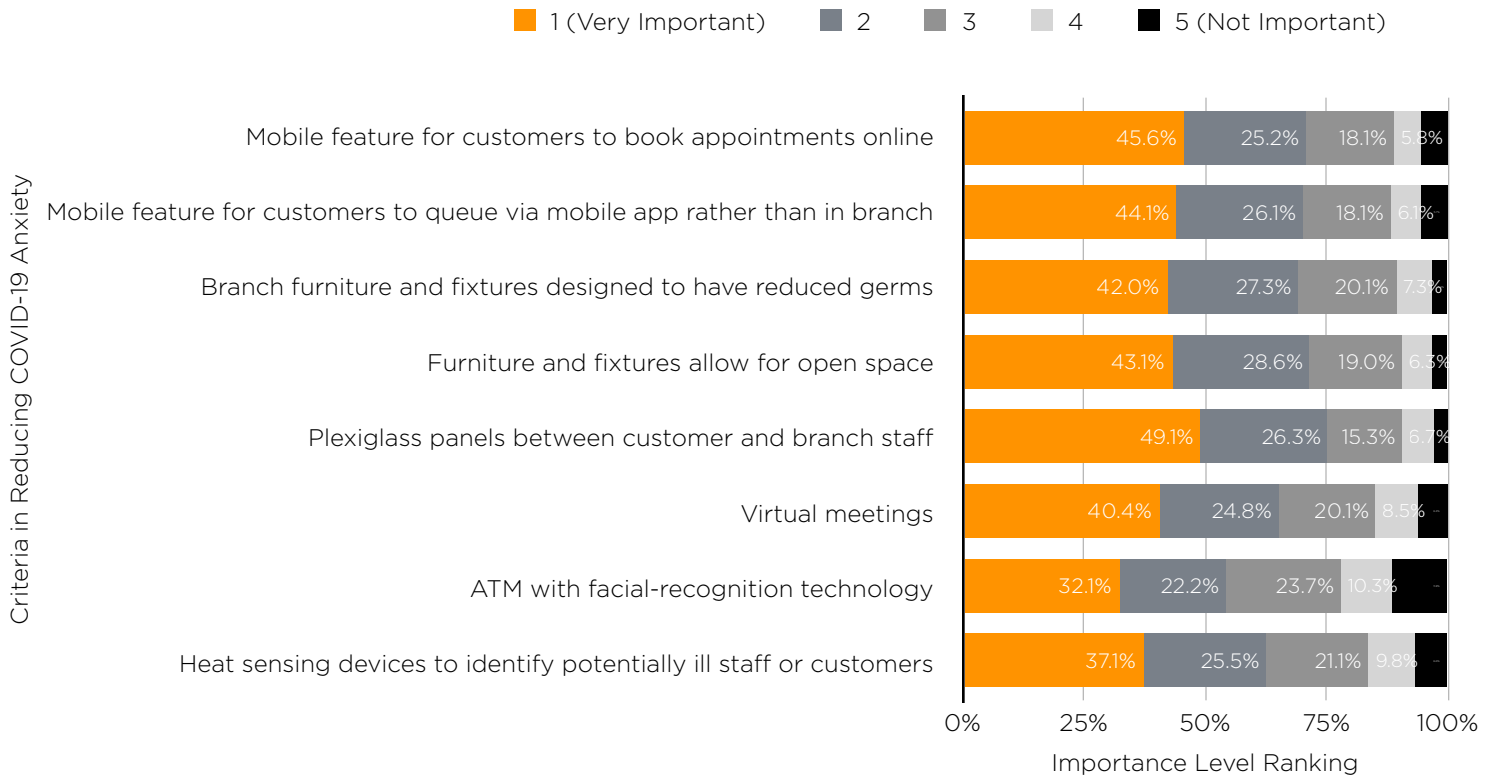
When evaluating the in-branch process, the results further affirm that physical separation and accessibility to sanitation stations are most important to reducing anxiety. The latter is critical in providing a visible reassurance to consumers that they are protected at multiple touchpoints and reduces anxiety while venturing through the branch.

With automatic doors being ranked highly, any avoidance of touching common surfaces is found to be important as well. This ranking is particularly strong in those that have

indifferent attitudes as well as digital-bank customers, indicating the universal concerns about common surfaces and hygiene.

Additionally, the results also demonstrate that separation between customers is more important than separation between customer and staff, and separation between staff themselves. This may indicate a relative amount of trust in staff cleanliness versus fellow customer cleanliness.

PROCESS & STRUCTURE: PHYSICAL VS DIGITAL PRIORITIES



Please rate the following criteria on its importance in decreasing your COVID-related concerns about banking, with one being very important and five being not important

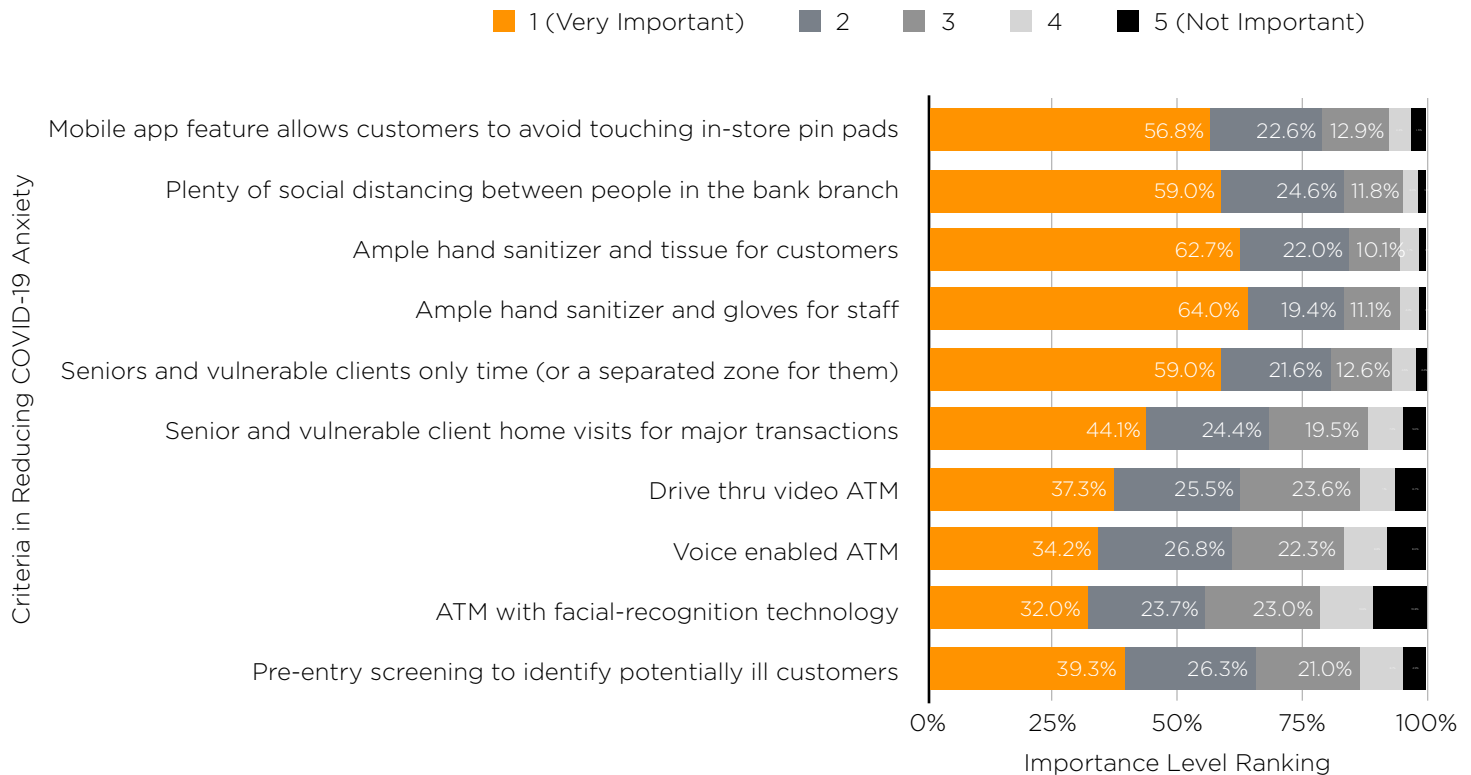
Across all cohorts, this evaluation demonstrates the importance of tangible barriers and preventative measures, with plexiglass panels ranking highest in the group with close to 50 percent ranking it 'very important'. Clearly, the physical layout takes a slight priority in reducing anxiety versus the digital functionality.

Rather, digital supports the in-branch experience by providing preventative measures including methods of reducing entry into the physical branch, such as online booking and online queuing.

Interestingly, virtual meetings seem to have a lower priority in reducing anxiety, implying that meetings will be conducted via an alternative medium. This goes hand-in-hand with the data that the telephone will surge in popularity, as meetings may move to the telephone rather than online.

Meanwhile, facial recognition appears to have little relative importance. Still, over 30 percent of respondents answered that it is 'very important', indicating that it may still be relevant in the bigger picture.

PROCESS & STRUCTURE: PHYSICAL AND DIGITAL CUSTOMER JOURNEY



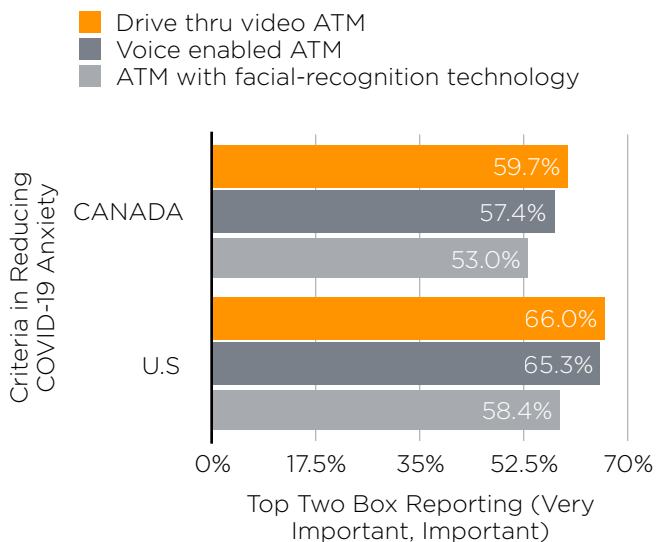
Please rate the following criteria on its importance in decreasing your COVID-related concerns about banking, with one being very important and five being not important

Aware of the contact that staff have on a daily basis, it is imperative that banks ensure their staff have the tools needed to stay sanitized and limit spread to customers. The importance of having these tools visible and obvious to the customer is key to reducing anxiety.

Demand for a mobile feature allowing customers to avoid touching pin pads shows strong selection, as a facilitating factor to avoid common surface touching. This could be a strong opportunity for banks to develop an app with this feature as the gateway item to further digital engagement.

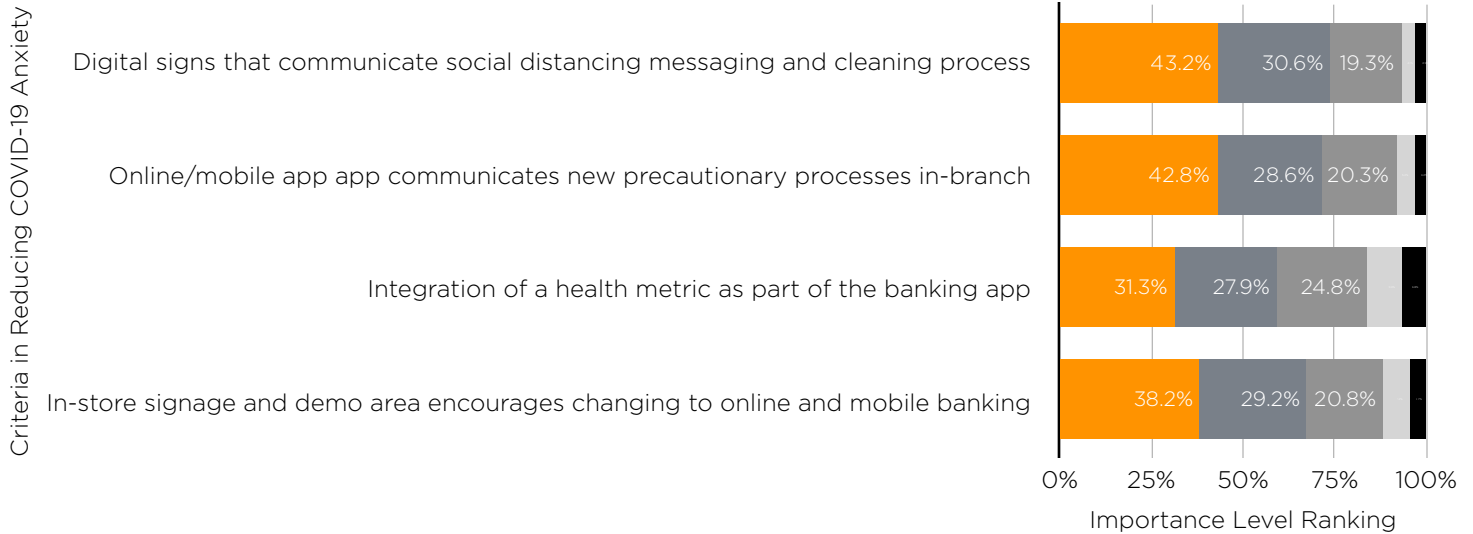
Interestingly, the data supports that Americans are more receptive to ATM innovations than Canadians. This is a

promising potential avenue for R&D for U.S. banks, and opportunities for Canadian banks to better educate on the benefits of ATM innovations.



MESSAGING: COVID-RELATED COMMUNICATIONS

1 (Very Important) 2 3 4 5 (Not Important)



Please rate the following criteria on its importance in decreasing your COVID-related concerns about banking, with one being very important and five being not important



These findings demonstrate that omni-channel messaging is required to consistently broadcast the message of strong precautionary measures. Messaging should reinforce that the bank is doing everything possible to ensure a clean and safe space to conduct banking.

In developing this messaging, the tone and content must be consistent through all channels to ensure cohesion and optimal customer reassurance.

However, customers are not as receptive to integration of a health metric in the app, possibly due to privacy concerns.

KEY STRATEGIES



PROCESS

Customers are craving control in their environment, provide visible and tangible precautionary measures in-branch and online.

- Revisit the entire sales choreography process, taking into consideration customer anxiety and new social distancing requirements.
- Develop digital features to allow for decreased in-branch activities such as online appointment booking and online queuing function.
- Develop digital features to allow for decreased common surface area contact, such as a mobile pin pad.
- Supply staff with visible health and sanitation gear such as gloves.
- Integrate sanitation stations at multiple customer journey touchpoints.



MESSAGE

Reassure customers with messaging enforcing active precautionary measures for their health.

- Leverage in-branch screens to communicate social distancing rules and branch cleaning procedures.
- Apply above communications through all channels.
- Ensure tone and content of communication are consistent.
- Initiate on-going communication with the employees on procedures and level of engagement.
- Initiate permanent in-branch signage to reinforce cleaning practices, staff health check and social distancing markers.



STRUCTURE

Enforce proper social distancing between customers and reduced common surface contact.

- Reevaluate the role of the physical channel to remain relevant.
- Identify which customer segment gains the greatest value in the branch channel.
- Implement strongly enforced social distancing between customers with signage and physical markings.
- Ensure automatic doors are in place and functional.
- Install plexiglass panels between staff and employees.

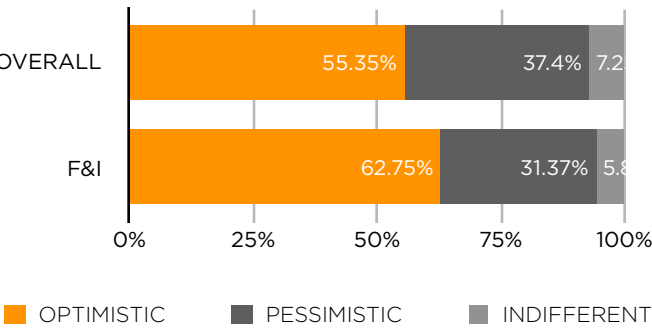
For more strategies, download [Think: The Future of Retail Banking](#).

SPOTLIGHT ON “FINANCE AND INSURANCE” RESPONDENTS

OVERALL

102 respondents were identified to work in “Finance and Insurance” (F&I) and were segmented to take a deeper look at their perspectives.

BY ATTITUDES



Please select one of the following three descriptions which best represents your current overall attitude; Sorted by F&I career

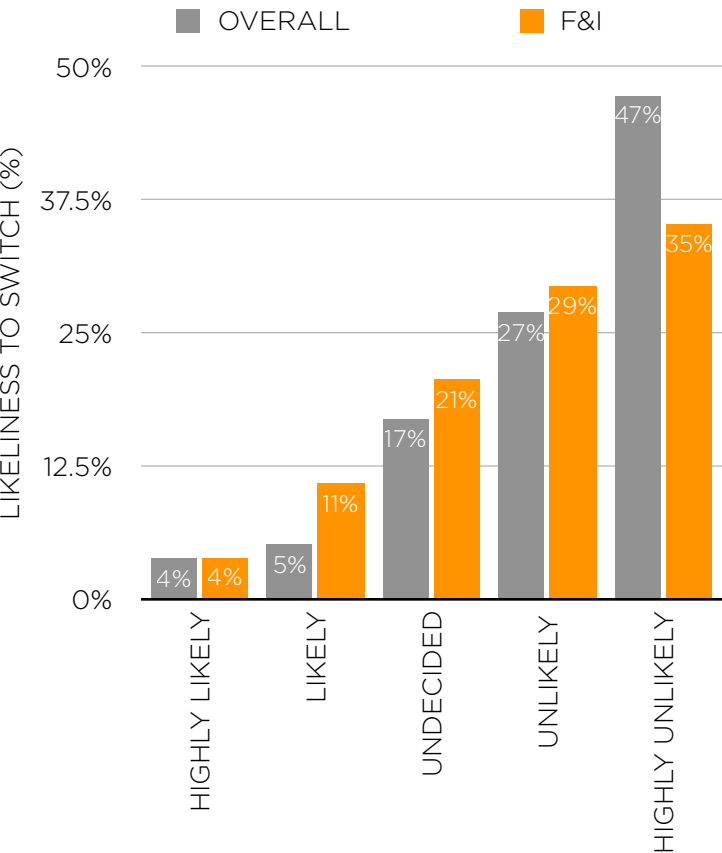
It has been found that F&I employees are generally more optimistic about COVID-19. This is promising for banks. It will be important to maintain this optimism as the pandemic continues via staff engagement and precautionary actions to keep them healthy.

BY CRITERIA FOR ANXIETY REDUCTION

F&I employees do not have a significant difference in opinion about anxiety reduction factors. The slight exception is that they have ranked staff precaution such as “adequate

separation between staff working zones” higher, as this is their personal health directly at stake. Banks can facilitate this by providing the same level of precautionary consideration to staff as to customers.

BY LIKELINESS TO SWITCH BANKS



Has the COVID-19 pandemic impacted your likelihood to switch banks? Sorted by F&I career

Interestingly, F&I staff are found to be significantly more likely to switch banks after COVID-19 than the general population. This may be due to their first hand experiences with their bank employer’s COVID-related actions and ensuing disillusionment. Banks should conduct staff interviews and surveys to ensure that their needs are met at this time to avoid losing them as customers.





APPENDIX: QUESTIONNAIRE



Q1. How would you define your primary financial institution?

- A large national bank
- A smaller regional bank
- Credit union
- A mostly digital/branchless bank
- I do not have a primary financial institution

Q2. How important to you is your bank's support for your country during COVID-19?

- Very Important
- Important
- Slightly Important
- Not Important

Q3. Please rank your methods of banking from most to least used PRIOR to the COVID-19 Pandemic

- Branch
- Online
- Mobile
- Telephone
- ATM
- Chat
- Other

Q4. Now, please rank your methods of banking from most to least used DURING the COVID-19 Pandemic

- Branch
- Online
- Mobile
- Telephone
- ATM
- Chat
- Other

Q5. Think about how you would bank in the event the pandemic is over WITHIN 3 MONTHS. Please rank based on your anticipated methods of banking from most to least used

- Branch
- Online
- Mobile
- Telephone
- ATM
- Chat
- Other



Q6. Now think about how you would bank in the event the pandemic lasts for OVER 6 MONTHS. Please rank based on your anticipated methods of banking from most to least used

- Branch
- Online
- Mobile
- Telephone
- ATM
- Chat

Q7. Please select one of the following three descriptions which best represents your current overall attitude

- I am optimistic the current pandemic will be over in the next three months
- I am pessimistic the current pandemic will last for over three to six months
- I am indifferent to the current pandemic

Q8. Please rank the following based on how much it would help to reduce your anxiety in banking after the pandemic is over

- Signage and Marking: clearly defining the social distancing and branch cleaning practices
- Branch Layout: plenty of spacing and separation in addition to hand sanitizer stations
- Branch Materials: branch materials and furniture are designed to have fewer germs and be routinely cleaned
- Digital Engagement: digital systems (mobile/online/app) allows customers to schedule bank appointments and check-in
- Automation: more drive thru's and 24 hour ATMs that are also voice activated
- Paperless: removal of any paper transactions in the branch



Q9. Please rate the following criteria on its importance in decreasing your COVID-related concerns about banking, with one being very important and five being not important

- Digital signage supports new branch and safety protocols
- Marking in the queueing and the customer waiting area for safe distancing
- Floor markers by branch entrances and ATM for social distancing
- Automatic doors
- Adequate separation between customers, allowing for six feet of separation - waiting areas not clustered
- Adequate separation between the customer and the branch
- Adequate separation of working zones for staff, reduced sharing space and proper cleaning for transitions
- Sanitation stations throughout the branch ie. near ATM, in queue, at teller station

Q10. Please rate the following criteria on its importance in decreasing your COVID-related concerns about banking, with one being very important and five being not important

- Mobile feature for customers to book appointments online
- Mobile feature for customers to queue via mobile app rather than queue in branch
- Branch furniture and fixtures designed to have reduced germs
- Furniture and fixtures allow for open space
- Plexiglass panels between customer and branch staff
- Virtual meetings
- ATM with facial-recognition technology
- Heat sensing devices to identify potentially ill staff or customers



Q11. Please rate the following criteria on its importance in decreasing your COVID-related concerns about banking, with one being very important and five being not important

- Mobile app feature allows customers to avoid touching in-store pin pads
- Plenty of social distancing between people in the bank branch
- Ample hand sanitizer and tissue for customers
- Ample hand sanitizer and gloves for staff
- Seniors and vulnerable clients only time (or a separated zone for them)
- Senior and vulnerable client home visits for major transactions
- Drive thru video ATM
- Voice enabled ATM
- ATM with facial-recognition technology
- Pre-entry screening to identify potentially ill customers

Q12. Please rate the following criteria on its importance in decreasing your COVID-related concerns about banking, with one being very important and five being not important

- Digital signs that communicate social distancing messaging and branch cleaning process
- Online and mobile app allows customers to make appointments and review wait times
- Online and mobile app communicates new precautionary processes in-branch
- Integration of a health metric as part of the banking app
- In-store signage and demo area encourages changing to online and mobile banking

Q13. Has the COVID-19 pandemic impacted your likelihood to switch banks?

- Highly likely to switch
- Likely to switch
- Undecided
- Unlikely to switch
- Highly unlikely to switch

FOR MORE INFORMATION, CONTACT:

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