

Savanta:

User eXperience

Has Financial Services got the digital UX factor?

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make better decisions

Financial Services – leading or lagging?

The financial services industry has been through a digital revolution over the past decade, led by the implementation of open banking. The usage and reliability of AI, to underpin financial decision-making and customer service solutions, have both increased dramatically and these trends look set to continue.

In a world where the digital user experience is becoming increasingly vital, it is essential for financial services to keep up. However, whilst mobile banking has become the norm for the vast majority of the UK population, for other financial products progress has been slower.

In March 2023, Savanta interviewed over 2,000 UK consumers, in order to understand the types of apps they are using and to look at how financial services stacks up versus other industries and to understand differences by financial product type.



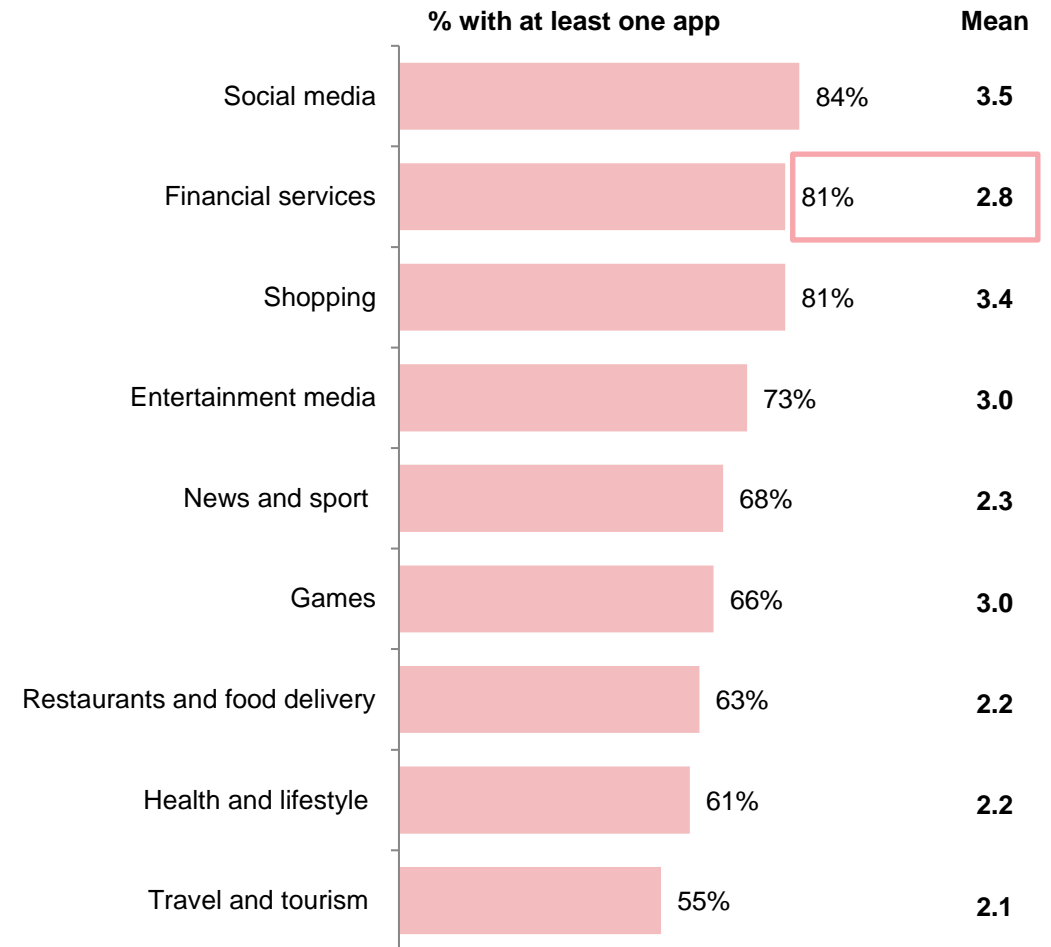
Four out of five have at least one financial services app on their phone

Overall, 81% of UK consumers have at least one financial services app on their phone, with only social media being slightly more popular (84%). Entertainment is the least popular with only 23% having apps such as TV streaming, music, podcasts etc.

Baby boomers are less likely to have financial services apps (only 68% do) as are those on lower incomes (72% for up to £14,000 versus 89% for over £48,000).

Nearly half of consumers (45%) only have 1 or 2 financial services apps and the average number (2.8) is lower than social media, shopping, entertainment and games.

Number of apps on phone by category




Q1 Thinking about your mobile phone, approximately how many applications / apps do you have for each of the following?

Other financial services products have lower app-adoption levels

Outside of the top 3 banking products, app-adoption is far lower. Only half of UK consumers have an insurance app, closely followed by comparison tools (46%) and pensions (46%). Meanwhile, fewer than 4 in 10 have mortgages, loans and currency apps.

To a certain extent, these adoption levels reflect the lower penetration levels of these more complex or niche product types, but they may also reflect an initial reticence amongst financial services providers.

Pension providers for example were considerably slower than banks to offer their customers online services and many leading players still do not offer a mobile option. The rise of new entrants such as Pension Bee, with their emphasis on their strong digital offering, may spur more traditional providers to take action and it is notable that Standard Life recently referenced their mobile app in their TV advertising campaign.



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Financial services app usage is high – over three-quarters use at least once a week

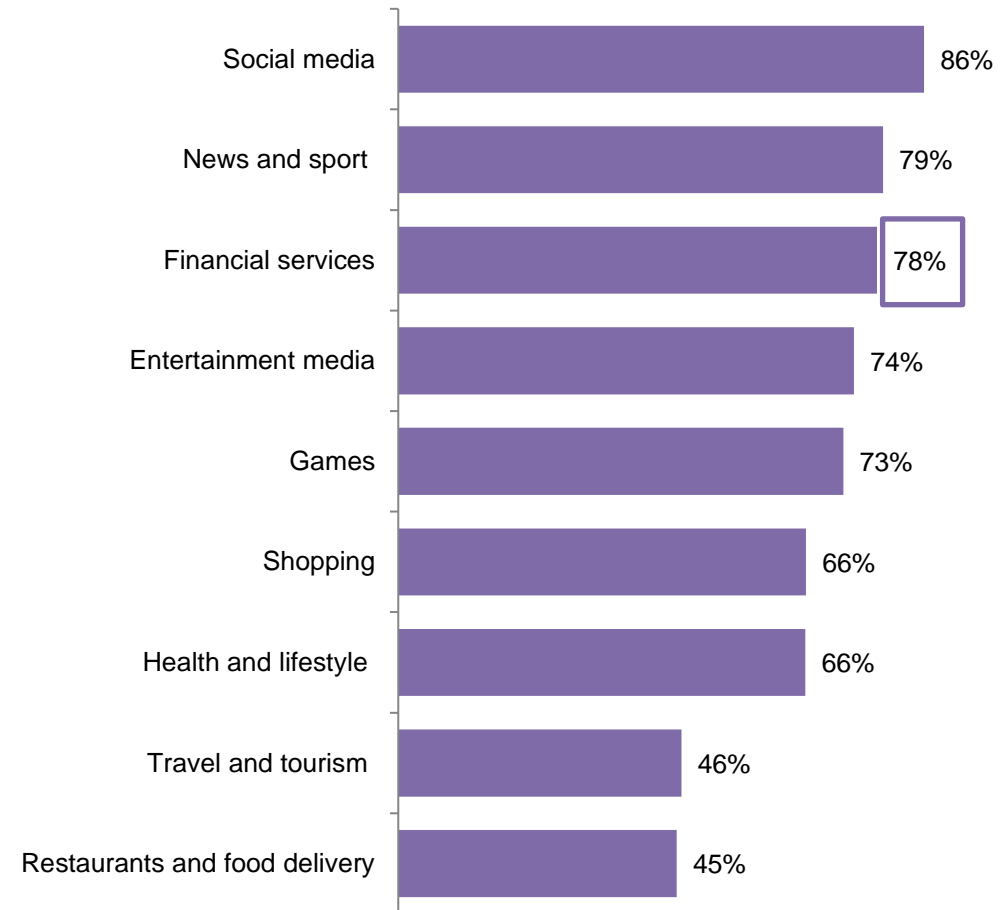
78% of consumers use a financial services app at least once a week, with 21% using several times a day,

Financial services brands therefore have a real opportunity to impress their customers by creating an enjoyable and engaging user experience, enhancing brand image and encouraging loyalty.

Perhaps unsurprisingly social media and news and sport have a slightly higher proportion of frequent users, with 53% saying they use a social media app several times a day versus 31% accessing news/sport.

Unlike the data relating to the number of apps, frequency of usage does not vary much based on age or income.

Apps used at least once a week by category



Q2 On average how frequently do you access each type of app(s) that you have?
Base = those with app for each category type

Current account apps are used at least once a week by the majority of people who have them

84% of people with at least one current account app use it/them at least once a week. This includes 22% using several times a day. This represents a massive opportunity to delight or a potential risk of disappointing. Understanding and improving the user experience is therefore essential to maintain and/or build market share.

Credit card and savings and investment apps also have high usage levels with approximately two-thirds (66% and 64%) using at least once a week.

Consumers' ability and desire to interact so frequently with their providers digitally should undoubtedly be nurtured.

Apps used at least once a week by financial product



Q4 And on average how frequently do you access each type of app?
Base = those with app for each product type



Insurance, comparison tools and pension apps have lower usage, but still offer opportunity to impress

App usage frequency is lower for products such as insurance, comparison tools and pensions (39%, 42% and 44% using at least once a week). Nevertheless, apps for all financial product types are accessed at least weekly by over a third of people who have each app type, which represents a big opportunity.

Whilst usage frequency is lower for many products when compared to current accounts, the level of customer interaction is still considerably higher than historic interaction levels via more traditional channels, e.g. for many products this would have been limited to a summary statement once a year by post, or a quick annual phone call to get a quote or to renew a policy.

It is therefore essential for financial service providers to continue to expand and develop their digital offering to ensure that experience matches needs and expectations.

An opportunity to build upon

Financial services app-adoption and usage is high overall and is one of the top 3 app categories.

It comes as no surprise that this is driven by mobile banking, with the majority of UK consumers having at least one current account app and using it at least weekly.

Uptake of other financial services apps is also relatively high, and this represents a major opportunity if brands get the user experience right.

Data attribution: Savanta's Consumer Omnibus March 2023 amongst 2,212 UK Consumers

UX research is at the heart of app development:



Users are spoiled. It is crucial to get usability right, otherwise, there is a risk of losing them to the competition.



User needs and goals must always be at the core of the design process.



Thorough testing is needed throughout the development process, from lo-fi wireframes to the most polished prototype version.

Savanta's UX approach

The sweet spot between market research, user research, and design research is where Savanta combines powerful human insight with actionable strategies to create cutting-edge technological innovation to help you adapt, evolve, and grow.

We design bespoke methodologies to meet your objectives, create all of the materials, from screeners to (remote-specific) guides, and adapt them to the local culture. After fieldwork is complete all global findings are distilled into high-quality actionable reports supported by valuable ethnographic assets, straight from the field.

We then create bespoke workshops to immerse your team in our findings and help you understand, prioritize and implement them into your business strategy. We empower you to assess any further research needs.

Savanta is a fast-growing data, market research and advisory company. With five global offices and 500+ staff, we inform and inspire our clients through powerful data, empowering technology and high-impact consulting. All designed to help our clients make better decisions and achieve faster progress.

Savanta offers clients a full range of intelligence services, including:

Data collection and analysis – access to consumer, business, wealth & youth respondents globally through a proprietary technology platform

Research and Insight – tailored solutions built using specialists from Savanta's Industry and Methodology Practices

Proprietary tech & products – instantly access digital intelligence about markets, brands and customers. It's our own technology. And it's fast and flexible.

Team



Craig Tandy
Senior Director,
Client Services

Craig has worked in a variety of roles across the financial services sector, including working directly with SMEs at Close Brothers Bank. More recently Craig worked for IBISWorld supporting banks across their credit approval process and relationship management capabilities, before moving to Savanta to support the wider financial services research team.

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Stephen Palmer
EVP,
Financial Services

Stephen has 25 years' research experience across financial services and tech and leads the financial services team at Savanta. Prior to Savanta, Stephen was Head of Insight at Kantar Financial Services & Technology and responsible for delivering customer experience, brand and segmentation research. Stephen is a certified member of the MRS and has sat on the standards board.

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Philippa Whitham
Senior Director,
Financial Services

Philippa has more than 20 years' research experience gained agency side and has worked in the MarketVue Business Banking team for the past 6 years. Philippa has considerable experience in managing large, complex continuous research programmes, with particular expertise in customer satisfaction.

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Team



Robert Seffert

Associate Director,
Financial Services

Robert joined Savanta (formerly Charterhouse Research) in 2017 and has been responsible for managing tracking and ad-hoc quantitative research programs, focusing on B2B research. Previously at GFK, Ipsos and TNS Robert is highly experienced in managing large scale quantitative projects in both B2B and consumer markets. Robert is a member of the MRS.

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Shweta Bharati

Senior Executive,
Financial Services

Shweta recently joined Savanta and has 8 years of experience working in Market Research across all industry sectors. She previously worked for Dynata's India Operation; mainly specialising in quantitative projects. She has a BSc (Hons) degree from Patna University in Biotechnology and a Masters in Business Management from JRE College of Institutions.

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Rob McCarthy-Keegan

Executive,
Financial Services

Rob joined Savanta in 2022 and has gained experience across qualitative and quantitative projects. Rob has worked with a range of clients in financial services, including Lloyds, Leeds Building Society, Investec and NatWest. He has a BA (Hons) degree from the University of Brighton in Globalisation, History, Politics and Culture.

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Savanta is the full-service global market research and data insight company that helps businesses make better decisions.

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