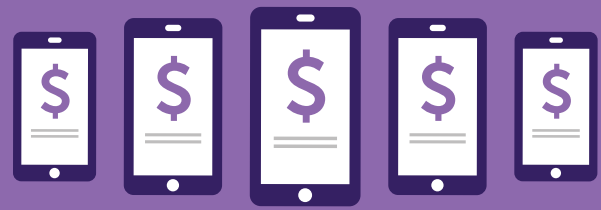


THE IMPORTANCE OF DIGITAL ENGAGEMENT



The share of Americans that own smartphones is now 77%, up from just 35% in 2011.

According to Pew Research Center, February 2018



and, they're using them to **manage** their finances, too.

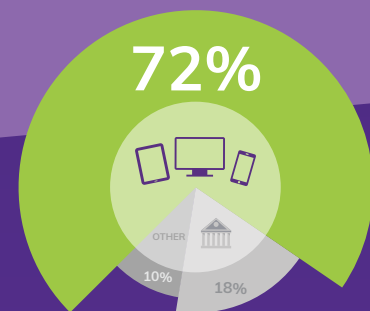
AS A RESULT, THE INDUSTRY IS CHANGING.

Banks across the U.S. have closed nearly **9,000** branches this decade.

Source: Wall Street Journal, June 2018



Currently, 72% of people most often access their bank accounts **online or via mobile platforms**, compared to 18% who said they do most of their banking transactions in person at a branch.



Source: American Bankers Association 2018

And it's not stopping any time soon. Consumers use of digital payments continues to increase.

The **increase in use since 2017** underscores the importance of digital transformation.

44%
Financial Organization P2P Service

32%
Electronic Bills

48%
Mobile Bill Pay

53%
Digital Wallets

Source: Expectations & Experiences: Consumer Payments, Fiserv July 2018

And more people are making the decision to switch financial services providers based on **DIGITAL EXPERIENCE.**



An S&P Mobile Money survey shows that over 50% of respondents said they would switch financial institutions for a **better mobile banking app.**

YES NO

Research from Resonate indicates that

5.6 MILLION PEOPLE IN THE U.S. PLAN TO SWITCH BANKING PROVIDERS IN THE NEXT 12 MONTHS.



Source: The Bank Marketer's Playbook, Resonate, September 2018

However, other traditional financial institutions aren't the only competition these days. More people are enrolling at online-only digital banks (about 19% globally). **And, 31% of all consumers and 41% of Gen Z say they would consider buying banking services from a "GAFA" company** — Google, Apple, Facebook, and Amazon.

Credit unions adopting refined digital experiences are reaping rewards. Studies show that **credit unions that digitize** can achieve

30%
decrease in expenses

and

20%
increase in revenues

Source: Innovation in Retail Banking 2018

Maybe now is the time to consider elevating your digital engagement?