

# Infographic: Insights on Customers

83%



Think bank representatives DON'T spend enough time identifying their specific needs before offering products & services.

17%



Think bank representatives DO spend enough time identifying their specific needs before offering products & services

Customers' Level of Trust in Banks 43%

Customers' Level of Trust in Banks 69%

80%

DON'T fully understand the features & benefits associated with their main account

20%

DO understand the features & benefits associated with their main account

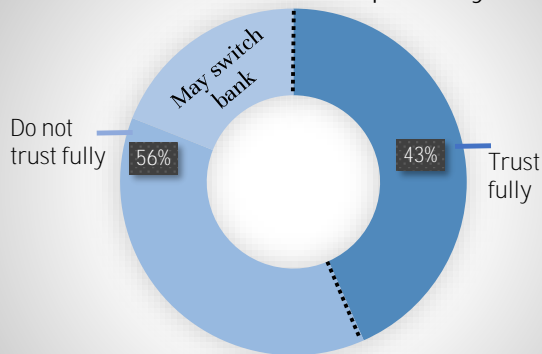
81%

DON'T fully understand their primary bank's fee structures

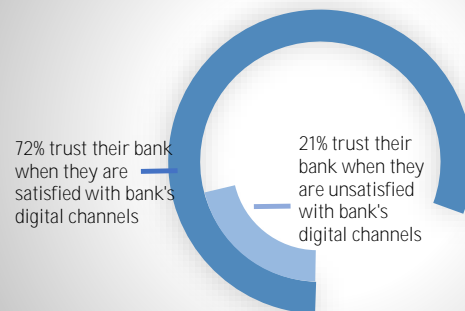
19%

DO fully understand their primary bank's fee structures

Customers' trust in their primary banks



Customers' Satisfaction VS Trust Level



Marketing Communications VS Customers' Trust Level



Mobile App Usage VS Customers' familiarity

