

Banking Gets Personal: Are You Building on Customer Trust?



NTT DATA surveyed 4,807 financial services customers and 476 financial institutions (FIs) across the globe to find out **what attracts customers and what makes them want to stay**.

65%

of consumers we surveyed have **complete trust** in how their primary bank manages their personal data.

That's a unique advantage over big tech challengers. Driven by artificial intelligence (AI), banks can use this data to provide **one-to-one financial guidance** to each individual customer on how to achieve life goals.

How customers perceive this guidance divides them into two basic groups:

Futurists

35% of survey respondents

Want personalized financial guidance



- Younger
- Tech savvy
- Higher income but lower accumulated wealth
- Complex banking needs

Traditionalists

65% of survey respondents

Don't see outside financial guidance as a priority



- Older
- Tech laggards
- Lower income but higher accumulated wealth
- Limited banking needs

Futurists want FIs to act as a conscientious advisor on major spending decisions.

And guess what? They are willing to pay for it!



66%

agree personalized proactive services are an important feature for their primary bank to offer

57%

would leave their FI to get personalized proactive services offered at another FI

33%

say personalized services sounds great and to sign them up

Are you ready to meet your customers in the future?

Meet Ava



Ava's details:

- 55 years old
- Consultant
- Married with 2 kids in college

Dreams of:

- Retiring at 65
- Moving to Vermont
- Owning a Ferrari

Using AI to deliver personalized proactive services



Bank advisor talks with Ava to understand her dreams and goals.



Ava's advisor offers her individualized savings guidance on what to do to achieve her dreams.



When she visits a Ferrari dealership, Ava's advisor recommends she not purchase a Ferrari now to stay on track to retire at 65.



Ava's bank recommends she rent a Ferrari for a weekend at a dealership that is part of its ecosystem – and provides Ava a 20% discount.

Read the **full study** to find out how future-looking financial services firms are mastering data and AI to provide highly personalized, proactive, one-to-one financial guidance to your customers.