

2023 CX and Communications Consumer Insights

For Banks and Financial Services Firms

What's at stake when banks don't meet account holders' expectations for a good customer experience?

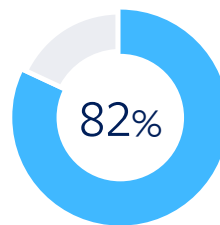
With dissatisfaction nearly doubling over the past five years, we surveyed over 4,000 consumers across North America to create the learnings in our fifth annual report, CX and Communications Consumer Insights.

These are some of the questions we asked – and the answers can impact customer loyalty and the bottom line.

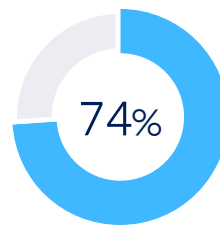
- Which communication channels do you prefer?
- What's your interest in moving from paper to digital?
- What do you think of the experiences you are receiving?
- Are you concerned about online privacy and data security?

Key CX and Communications Consumer Insights

Here's a sampling of what you can find in our 2023 report.



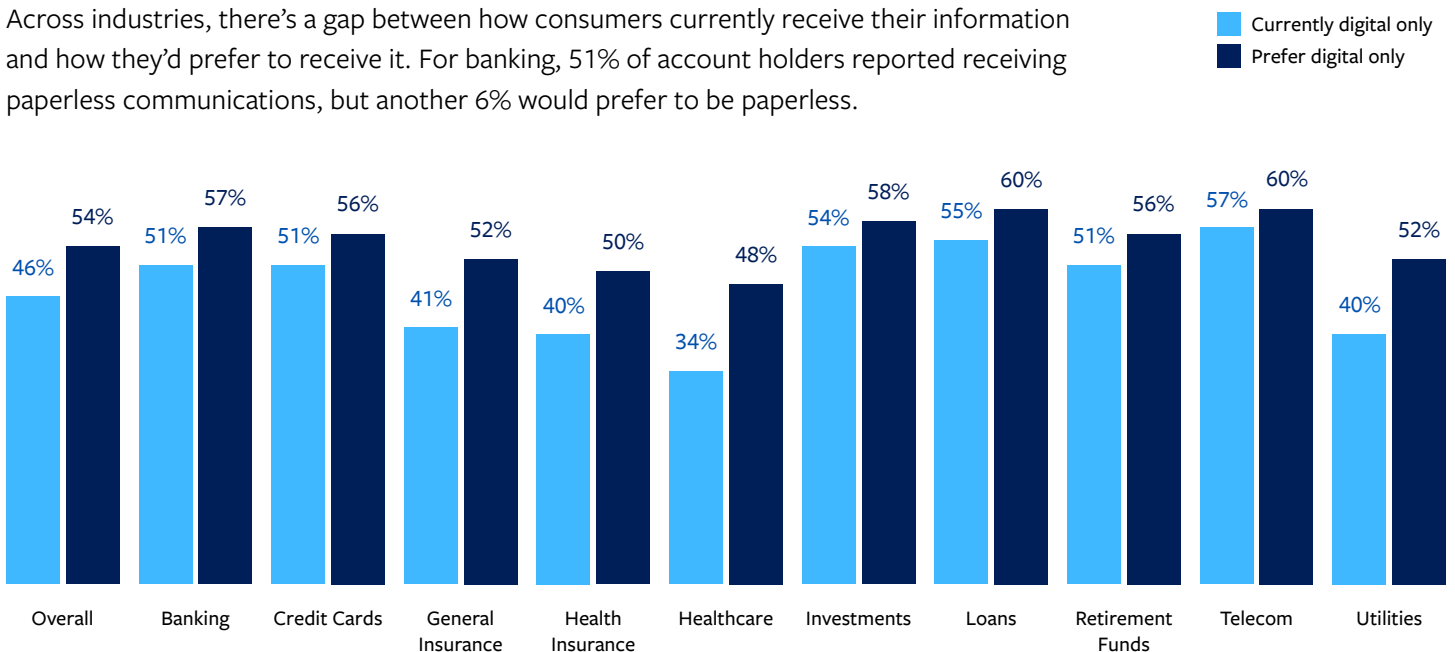
of consumers would go paperless if they received a more engaging digital experience.

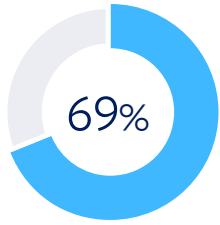


prefer to receive a more personalized summary that provides an update on performance related to their goals, key activities, recommendations, and relevant links. This is up 13% since 2021.

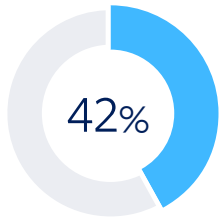
Paperless Rates Across Verticals

Across industries, there's a gap between how consumers currently receive their information and how they'd prefer to receive it. For banking, 51% of account holders reported receiving paperless communications, but another 6% would prefer to be paperless.





of consumers say companies need to improve the customer experience – that’s up from 35% in 2019.



of consumers have stopped doing business with a company because of a hack that exposed consumer data.

Account holders told us:

“Make statements easier to understand.”

“They should make the emails more personalized.”

“You’ve been hacked too many times to trust online.”

What our report reveals can help you improve your account holders’ communications experience, strengthen loyalty, and prepare your business for the next phase of digital transformation.

We conduct our annual survey to help companies take their communications to the next level. Visit us at Broadridge.com or call +1 415-805-9772 to discover how we can help execute your print-to-digital strategies and meet your customers’ omni-channel expectations with the [Broadridge Communications Cloud](#).



[Download the full report](#) by hovering your phone over the QR code.

About the study

Broadridge commissioned Big Village to conduct this CARAVAN survey. The survey was administered October 28 -November 7, 2022 to 4,014 U.S. and Canadian residents aged 18 and older. The U.S. data was weighted to age, sex, geographic region, race, and education. The Canadian data was weighted to age, sex, and geographic region. The figures are statistically significant at the 95 percent confidence level with a +/- 1.55% margin.

Broadridge Financial Solutions (NYSE: BR), a global Fintech leader with \$5 billion in revenues, provides the critical infrastructure that powers investing, corporate governance, and communications to enable better financial lives. We deliver technology-driven solutions that drive business transformation for banks, broker-dealers, asset and wealth managers and public companies. Broadridge’s infrastructure serves as a global communications hub enabling corporate governance by linking thousands of public companies and mutual funds to tens of millions of individual and institutional investors around the world. Our technology and operations platforms underpin the daily trading of more than U.S. \$9 trillion of equities, fixed income and other securities globally.

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