5 Ways to Improve Your Customers' Online Banking Experience

- Never/Rarely conduct banking activities online
- Frequently/Sometimes conduct banking activities online

Make me assured my information won't be sold to other companies
62%

53%

83%

Make me assured hackers won't steal my information

66%

Make it easier to contact a real person

65% 71%

Make it easier to navigate

34%

52%

If I had a faster internet connection
31%

Base: 1.000 American adults

