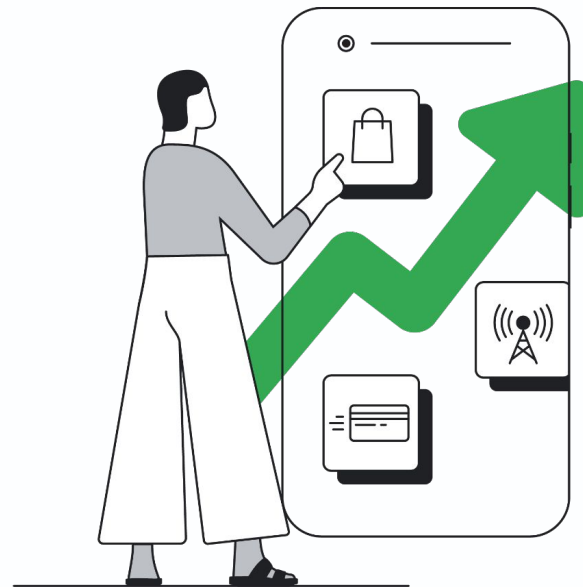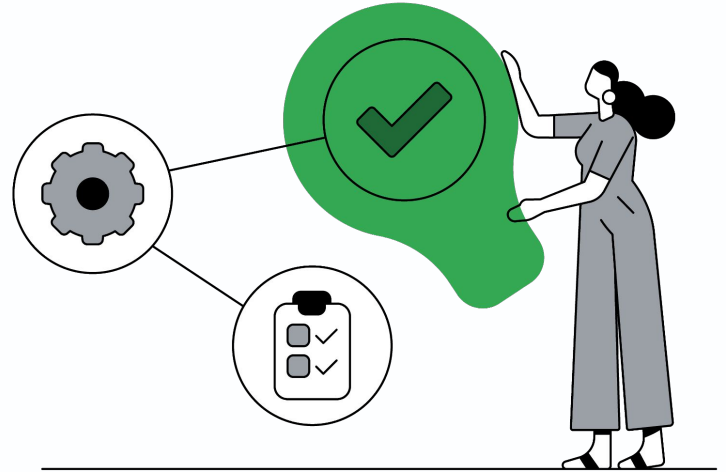# Apps: How to realize their full value

Finance, India

Background & Methodology

Research overview

Objectives

Understand how apps can help improve business brand, growth, and revenue, particularly in light of changing behaviour as a result of COVID-19, by exploring the different and developing customer engagements on apps

Methodology

Part of a larger consumer research conducted among mobile App users covering Retail, Telco, and Finance verticals. n=298 for India quantitative research with 3 playgroups with 3 users each in the qualitative research. Research covered 12 brands and their respective apps*

KANTAR

(Quantitative)

SIXTH FACTOR

(Qualitative)

Respondent Criteria

Quantitative

- Frequent internet user
- 18-64 years old smartphone user
- Interacts with vertical via app

Qualitative

- Mixture of male and female finance app users
- Light users: Uses finance app once a week, across 3 activities
- Heavy users: Uses finance app at least 5x a week, across 5 activities

Using screenout data, the incidence of finance app usage is approximately 80%.

* * HDFC Bank*, ICICI Bank*, Kotak Bank*, SBI*, Axis Bank*,Bank of Baroda, IDBI Bank, CANARA Bank, IndusInd Bank, YES BANK, Punjab National Bank, Bank of India

Who are generally using finance apps?

Profiling

Gender

61% Male   **39%** Female

Age

70% (18-34)   **30%** (35-64)

Income

Below INR 25,000	**5%**
INR 25,001 - Rs 50,000	**25%**
INR 50,001 - Rs 100,000	**42%**
INR 100,001 or more	**27%**

Internet Usage

98% Daily

Operating System

92% Android   **8%** iOS

Connection Devices

Smartphone	**100%**
Tablet	**53%**
Laptop Computer	**91%**
Desktop Computer	**58%**
Smart Speaker	**63%**

Smartphone Storage

Under 16GB	**1%**
16GB	**3%**
32GB	**10%**
64GB	**47%**
128GB	**36%**
Over 128GB	**3%**

Prepaid v/s Postpaid

Top up in advance online	**88%**
Top up in advance in-store	**2%**
Contract/Fixed bills	**9%**

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Recap: What insights did we want to uncover?

01 What constitutes an 'effective' finance app for app users?

02 How do app users perceive businesses who have an 'effective' app?

03 What is the link between an 'effective' app and business outcomes?

04 How are individual brands performing?

05 Deep dive into consumer app behaviour: types of app activities, frequency of usage and reasons for install, deletion and usage

06 Deep dive into KYC (Know-Your-Customer) process: familiarity, interest, reasons for & against using and experience while using the process

07 What impact has the pandemic had on consumer behaviour in finance apps?

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Summary of findings
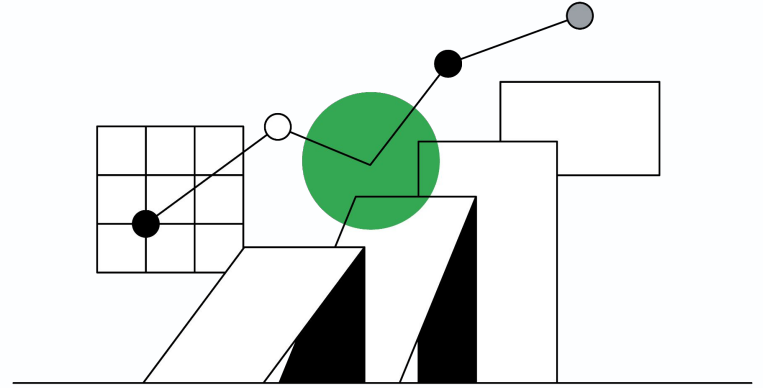
Introducing our 3 behavioral pillars that drive value for a brand in a consumer's app journey

App Discovery and Onboarding

Has the app been trialled following awareness and install?

Key for App Discovery and Onboarding

Consumers are beginning to form **affinity** with brands, which are aiming to create positive links to discovery metrics before engagement deepens.

App Engagement

How frequently is the app used?

Key for App Engagement

Consumers are using the app more frequently. Regular app usage links to increased **loyalty** and brand **satisfaction**.

App Satisfaction

How satisfied is the app user with the app?

Key for App Satisfaction

When consumers are highly satisfied with the app they will begin to **recommend** both the app and brand - which will help bring in more consumers to start their own **discovery** journey.

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Stages of App Discovery and Onboarding, App Engagement, App Satisfaction in detail

App Discovery and Onboarding

Initial Awareness: shift between "Never heard of app" and "Heard a little"

Deeper Awareness: shift between "Heard a little" and "Heard a lot"

Installation: shift between "Heard a lot" and "Installed but not used"

Onboarding: shift between "Installed, not used" and "Tried app, still installed"

App Engagement

Regular Usage: shift between "Tried app, still installed" and "Use regularly"

Most Frequent: shift between "Use regularly" and "Use app most often"

App Satisfaction

Neutral: shift between "Dissatisfied (1-6)" and "Neutral (7-8)"

Positive: shift between "Neutral (7-8)" and "Satisfied (9-10)"

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Key consumer needs evolve as consumers progress through the app journey

App Discovery and Onboarding

Awareness, Installation and first-use

App-downloaded requires trust-assurance from **friends, family, colleagues and the bank-personnel**, and the first-use of the app is pushed with hand- holding / walkthroughs on app usage and constant reminders / notifications

App Engagement

App usage preferences and drivers

Usage of the app is strongly driven by the need for conducting frequent transactions of making transfers and payments - **simplified, personalized and rewarding experience** is the key to enhance engagement

App Satisfaction

Exploring further products and services

Seek **financial growth options to be on the app, end to end convenience from application to sign-up, and want to learn and self-serve** while other transactional banking convenience and user experience remains critical

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These needs are a result of the value-expectations formed over years with the way consumers have been banking

App Discovery and Onboarding

Awareness, Installation and first-use

Key Value-expectation:
Safety-Security assurance

An app of a more trusted* bank
is preferred for digital banking
and a failed onboarding process
or the lack of support leads
to further safety-security concerns

App Engagement

App usage preferences and drivers

Key Value-expectation:
Service support & rewards

The conventional banking norms
of an easy-to-use, personalized
and rewarding experience underlies
the expectations as consumers
engage with the app

App Satisfaction

Exploring further products and services

Key Value-expectation:
Financial growth options

Access to financial growth options,
and a complete service from application
to sign-up is the expectation as
consumers start relying on app
as the key channel

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*Trusted: Offline infrastructure of branches, ATMs offline and online partner network of merchant and billers, and brand visibility among the merchant, billers and other partners

Role of a financial app: a critical channel that delivers convenience, efficiency and ease-of-usage

App Discovery and Onboarding

Awareness, Installation and first-use

Key Value-expectation:
Safety-Security assurance

Safety, security, resolution of issues

App Engagement

App usage preferences and drivers

Key Value-expectation:
Service support & rewards

App Satisfaction

Exploring further products and services

Key Value-expectation:
Financial growth options

Growth advice/ consultation

Augment financial savviness

Simplified, Personalized and Rewarding experience

Convenience and efficiency

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App Discovery: Installation & Onboarding
Key insights and recommendations

Insights

- **90-100%** of finance brand's customers **are aware of finance apps in India**

- Between **15% and 45% of financial app users are not using the apps of brands they have used in the past 3 months**

- App discovery is a starting link to **building brand affinity**
    - **51%** of positive onboarders have strong brand affinity
    - **16%** of positive onboarders "love" the brand

- **49%** of App users have installed at least one finance app but never used

Recommendations to improve brand metrics

- **Focus less on awareness of the app as awareness is high**
  Time is better spent on promoting install or onboarding

- **Encourage installation through regularly used & influential touchpoints (and key demographics)**
  E.g. app stores, brand websites and online reviews.

- **Encourage installation by promoting influential yet underutilized touchpoints**
  E.g. staff recommendations, app stores

- **Focus more on improving trial**
  Key reasons why app users do not try apps after install are: they perceive the app experience to be complex (31%), in-person sign up is needed (31%), sign up process are complicated (28%) or they require support from someone (22%).

  Simple processes like KYC can help trial and sign up.

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App Engagement:
Key insights and recommendations

Insights

- App engagement has a strong positive correlation with brand satisfaction and customer retention

  - **79%** of 'most frequent' app users are highly satisfied with the brand
  - **97%** of 'most frequent' app users are "quite or very likely" to stay with the brand

- **71% of app users** prefer to engage **via apps** - which is why **multiple apps** are owned. Apps are quick, easy and safe.

- App users are encouraged to continue usage when apps are proven to be **secure (51%)**, have shown **relevance during Covid (44%)**, and when the app is **updated regularly (43%)**

Recommendations to improve brand metrics

- **Upkeep core features that bring app users back**
  E.g. checking account balances (74% perform regularly), paying bills (62%), and transferring money between accounts (57%)

- **Maximize opportunity areas around rewards and discounts**
  Financial apps are becoming increasingly popular for redeeming rewards (51% perform regularly) and discounts (48%)

- **Raise awareness of underutilized yet helpful features**
  Assuming the features work well, underutilized features such as payment reminders (36% perform regularly) and budgeting (27%) can help increase the value of an app to users

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App Satisfaction:
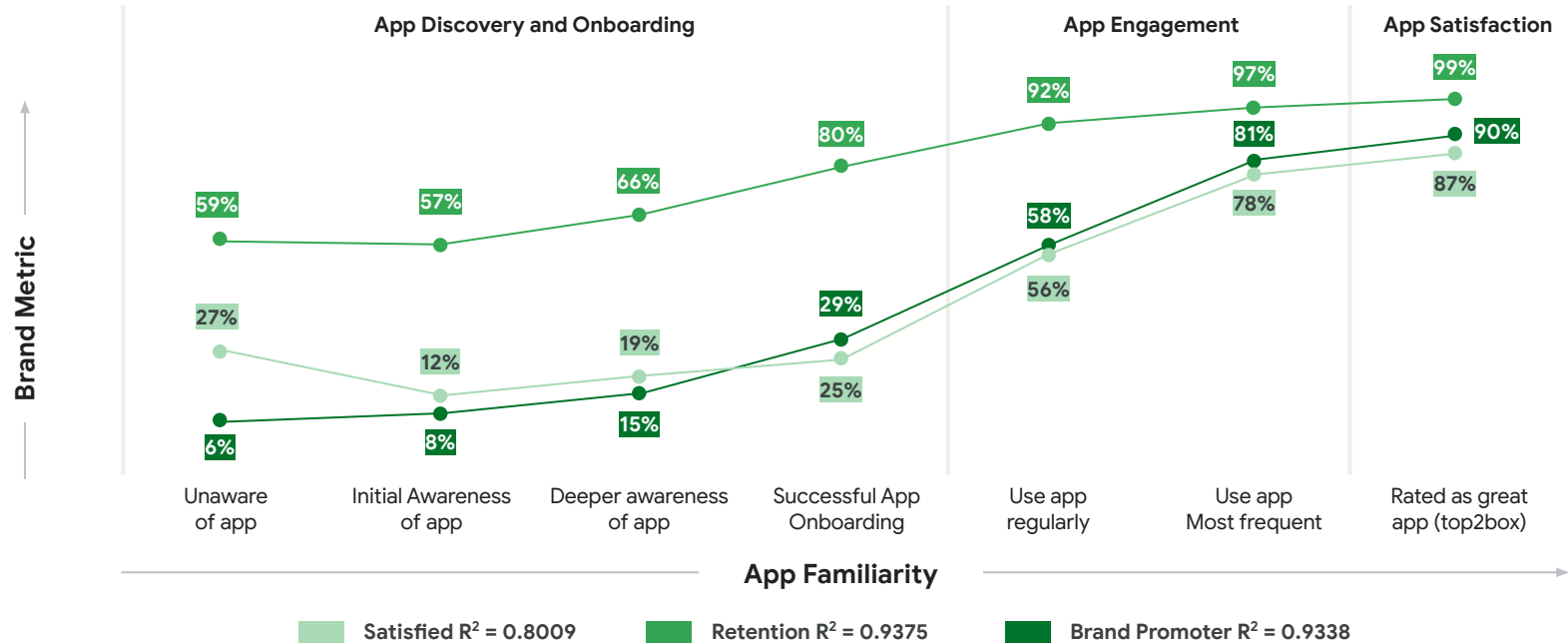# Key insights and recommendations

Insights

- App satisfaction is <u>strongly correlated</u> with brand recommendation - **88% who rate an app as "perfect" regard themselves as brand promoters**

- **73%** of app users would **prefer a** <u>multi-functional</u> **singular app** compared to multiple single purpose apps

- As well as providing a channel that is safe during Covid such as an app, brands can meet <u>changing consumer needs</u> by providing convenience - **58% strongly agree they enjoy completing activities within seconds and 55% strongly agree apps are more convenient than going in-branch**

Recommendations to improve brand metrics

- **Get the basics right, consistently**
  Ensure <u>critical tasks</u> (e.g. balances, transfers) are reliable, seamless & elicit high satisfaction. <u>Bugs and poor</u> interfaces quickly put users off. Ensure all functionality is available in one app

- **Understand** <u>changing consumer needs</u>
  Primary reasons for using finance apps include staying safe at home during Covid (61%) & apps are safer than using cash (55%)

- **Innovate to meet consumer needs**
  Know-Your-Customer (KYC) process has a <u>strong awareness, trial and reviews</u> - it doesn't not seem as complex as initially viewed which needs to be promoted to discourage delays. Users are keen to also be able to do these types of process via apps and have video calls with their Relationship Managers. Potential to utilise <u>voice</u>.

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There is a strong relationship between brands metrics and app usage. Increase in brand metrics are evident as a user engages more with the app

App Discovery and Onboarding **App Engagement** **App Satisfaction**

Brand Metric

	Retention	Brand Promoter	Satisfied
Unaware of app	59%	6%	27%
Initial Awareness of app	57%	8%	12%
Deeper awareness of app	66%	15%	19%
Successful App Onboarding	80%	29%	25%
Use app regularly	92%	58%	56%
Use app Most frequent	97%	81%	78%
Rated as great app (top2box)	99%	90%	87%

App Familiarity

Satisfied R^2 = 0.8009   Retention R^2 = 0.9375   Brand Promoter R^2 = 0.9338

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App Discovery and Onboarding

How does onboarding of an app impact brand metrics?
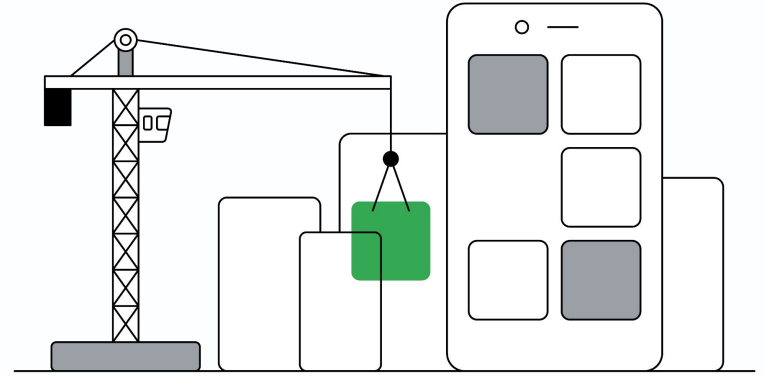
For India, the highest increase in brand affinity occurs when a user transitions from install to successfully onboarding on an app

$R^2 = 0.9062$

+40%

Affinity Brand Metric

| 6% | 7% | 15% | 55% | 86% | 96% | 94% |

| Unaware Of app | Initial Awareness of app | Deeper awareness of app | Successful app onboarding | Use app regularly | Use app Most frequent | Rated as great app (top2box) |

App Familiarity

| App Discovery and Onboarding | App Engagement | App Satisfaction |

Affinity

Think with Google

NOTE: Similar pattern is seen for other brand metrics

Online touchpoints (e.g. app stores and brand websites) are crucial to discovery as they are both regularly used and influential

Very Influential (y-axis)

	Niche Touchpoints	Crucial Touchpoints

- Staff recommend them
- Offline advertising
- Featured apps within app stores
- Searching within app stores
- Friends/Family recommend them
- Reading reviews online
- Through brand websites
- Through news articles
- Advertising on websites
- Offline advertising
- Advertising on video sites (eg. YouTube)
- I see it shared/talked about on social networks
- Search engine results

Less Influential	Secondary Touchpoints

y-axis: 40% 45% 50% 55% 60% 65% 70% 75%
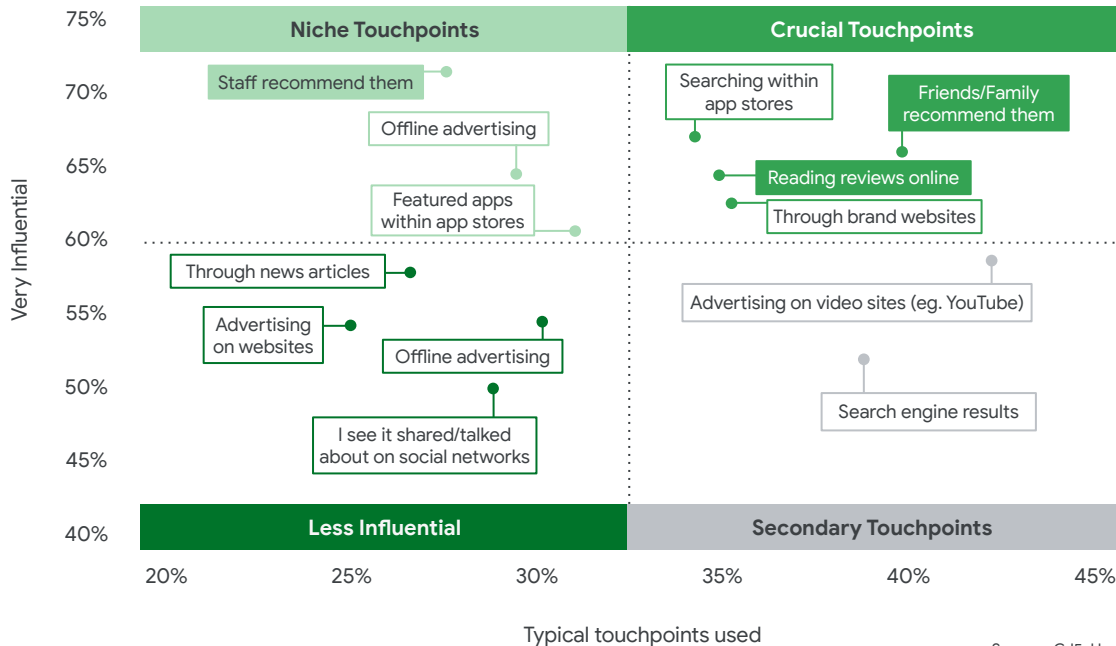x-axis: 20% 25% 30% 35% 40% 45%

Typical touchpoints used

Play Store is an often sourced channel for checking the ratings and feedback on apps

" I get to know about banking apps through the Google Play Store… I also read the reviews to check what others are saying about the app before downloading it

- Light app user, 40-55 years old

App stores and brand websites need detailed app information as we can see the better the knowledge the stronger the links to brand affinity

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Human push and guidance leads to discovery whether online vs offline, experts vs close circles

Niche Touchpoints

Staff recommend them

Offline advertising

Featured apps within app stores

Through news articles

Advertising on websites

Offline advertising

I see it shared/talked about on social networks

Less Influential

Crucial Touchpoints

Searching within app stores

Friends/Family recommend them

Reading reviews online

Through brand websites

Advertising on video sites (eg. YouTube)

Search engine results

Secondary Touchpoints

Very Influential

Typical touchpoints used

The opinions of others hold a lot of sway and recommendations from friends and family is believed to come only from a high performing app.

Staff recommendations are utilized less frequently but they are considered as expert and still hold strong influence

" Initially, the RM helped me to download and started usage on the banking app - after that, I fidget and explored and used app on my own

- Light app user, 40-55 years old

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There is a level of trust required before installation occurs

Installation Triggers (Top 10)

It is a safer option during Covid	48%
It had features that looked useful	41%
I wanted to be able to deal with my finances in one place	41%
It is from a well known brand	39%
I wanted to change the way I do my banking	37%
I wanted to change the way I make payments due to Covid	35%
They offer personalized offers and incentives	30%
They are from my current financial provider	29%
I needed help with saving money / budgeting	28%
The app was highly rated on an app store	27%

Trust expectation

Conventional banks with digital apps are considered more secure and safe for core banking needs given their offline footprint of branches, ATMs, and long term establishment; e-wallets relegated with small denomination transactions only

___

" For banking apps, there is a physical entity, there are branches that I can go to in case of any issues… It makes it more secure in my mind, I know I can fall back to going to the branch or call them up if I have any issue.

- Light app user, 24-39 years old

Source: CJ3. Thinking specifically about <PIPE DUMMY CODE FROM S6a> apps, why do you decide to download and try these apps?
CJ4. Thinking of the reasons you chose previously, please rank in terms of importance when it comes to your decision whether to download a <PIPE DUMMY CODE FROM S6a> app
Total Sample = 298

Multi-functionality and personalized is desired for finance apps, potentially accentuated by the pandemic

Installation Triggers (Top 10)

|	
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The app was highly rated on an app store	27%

A one-stop shop

There is a preference for finance apps with all functionality in one place to provide convenience. Features have to be appealing, especially in the current climate. Personalized offers and budgeting tools are popular drivers to installations which links to the financial struggles of many during the pandemic.

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Many financial apps are dormant due to a preference for another provider and complex sign-up processes
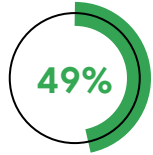
49% have installed at least one finance app but never used

" For me, the banking app experience is the same of the banks I bank with. It is more about which account I want to use at that time, and I tend to use App A more because it is my main bank.

- Light app user, 40-55 years old

" For applying new products and services, face to face conversations at branch is important. We can't do it on the app. We need someone who is more knowledgeable to sit with us at the table, to help us, to guide us.

- Light app user, 24-39 years old

Reasons To Install But Not Use

I use a different app instead	**37%**
The app design or user experience is complicated	**31%**
I need to go in branch to complete sign up processes	**31%**
The sign-up process looks complex	**28%**
It is too risky to sign up to new products during Covid	**27%**
I need someone to help me	**22%**
I don't understand what the app provides me	**19%**

The pandemic has been an installation trigger - but those lacking digital savviness perceive apps as challenging to use

Installation Triggers (Top 10)

It is a safer option during Covid	**48%**
I wanted to change the way I do my banking	**37%**
I wanted to change the way I make payments due to Covid	**35%**

Reasons To Install But Not Use

The app design or user experience is complicated	**31%**
I need someone to help me	**22%**
I don't understand what the app provides me	**19%**

The pandemic has had an impact on installation as more consumers move to digital as a result of lockdowns and cautious behavior. There is generally a high orientation towards conventional banking, but the pandemic has acted as a catalyst for the push to online platforms.

Apps need to deliver to all users in these unprecedented times, especially those new users who lack digital savviness and need an easy introduction to digital banking.

❝ On mobile phone, making mistakes is more likely... Like typing in the account number or mobile number wrongly is something I worry about.

- Light app user, 40-55 years old

❝ I only started using banking apps for paying bills since COVID times. Before that, the banking app was just for checking account balances.

- Light app user, 24-39 years old

Think with Google

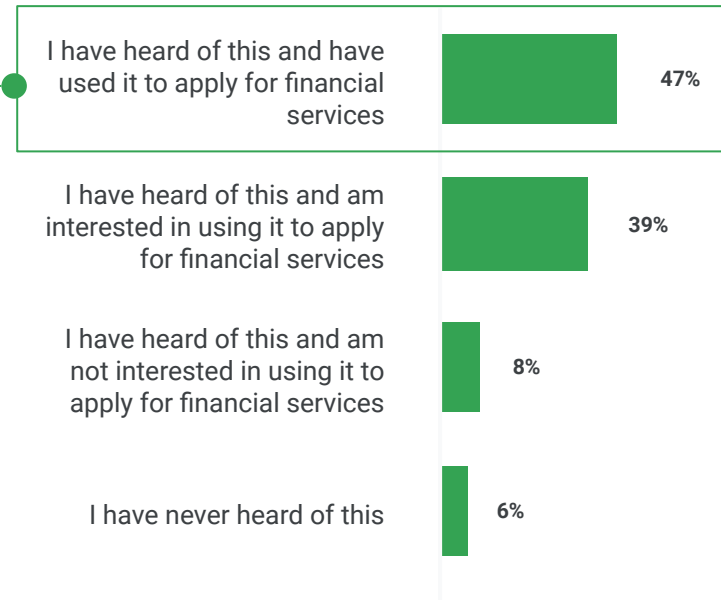# Many app users have used Know Your Customer (KYC). Majority of KYC users found it easy and convenient

Reasons For Applying

Reasons For Applying	
It looked very easy to do	**54%**
I wanted to sign up to a new financial service	**46%**
I prefer to do all my banking digitally	**44%**
It is much more convenient to apply through video	**41%**
I wanted an application process that was the safest	**41%**
It seemed to be the quickest option	**40%**
I didn't want to go in-store due to Covid	**39%**
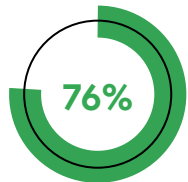
76% of KYC users found the process "very easy"
(96% of KYC users found the process "easy" or "very easy")

Familiarity With KYC

I have heard of this and have used it to apply for financial services	**47%**
I have heard of this and am interested in using it to apply for financial services	**39%**
I have heard of this and am not interested in using it to apply for financial services	**8%**
I have never heard of this	**6%**

App Discovery: Installation & Onboarding
Key insights and recommendations

Insights

- **90-100%** of finance brand's customers **are aware of finance apps in India**

- Between **15% and 45% of financial app users are not using the apps of brands they have used in the past 3 months**

- App discovery is a starting link to **building brand affinity**
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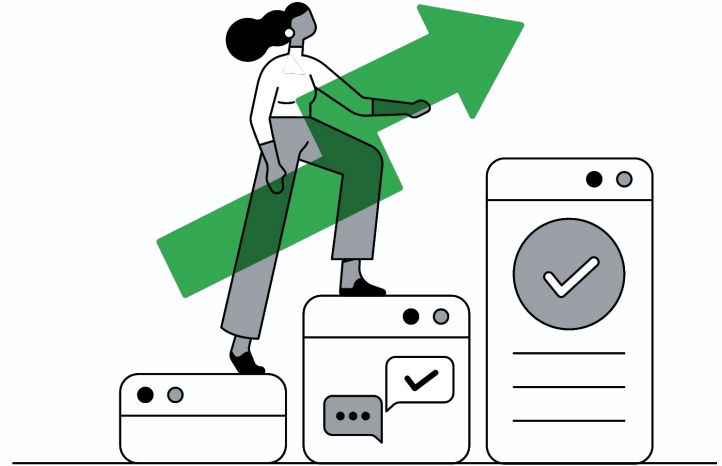## Recommendations to improve brand metrics

- **Focus less on awareness of the app as awareness is high**
  Time is better spent on promoting install or onboarding

- **Encourage installation through regularly used & influential touchpoints (and key demographics)**
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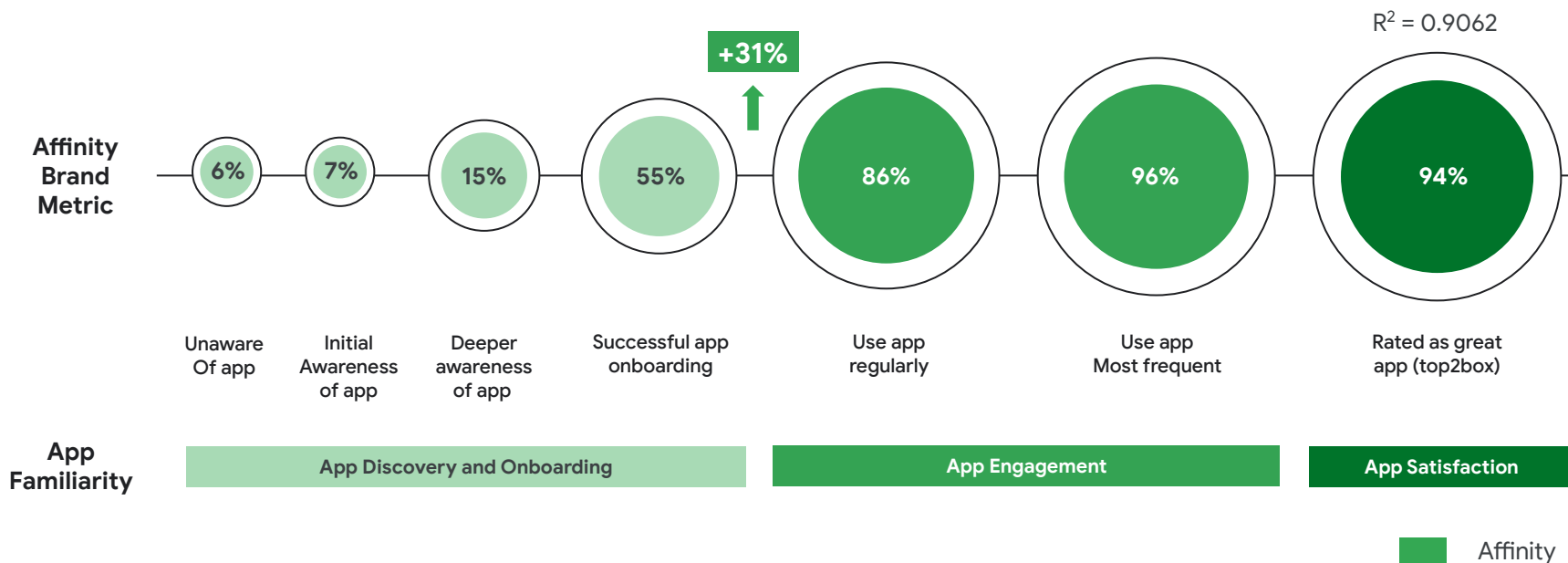
  Simple processes like KYC can help trial and sign up.

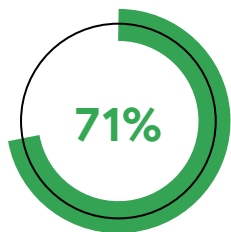Think with Google

App Engagement

How frequently is the app used?

The other significant shift in brand affinity for finance providers occur when a user starts to use an app regularly

$R^2 = 0.9062$

Affinity Brand Metric

+31%

6%	7%	15%	55%	86%	96%	94%

Unaware Of app | Initial Awareness of app | Deeper awareness of app | Successful app onboarding | Use app regularly | Use app Most frequent | Rated as great app (top2box)

App Familiarity

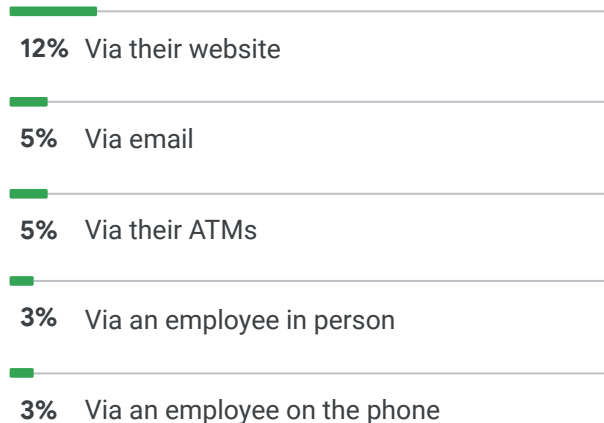App Discovery and Onboarding | App Engagement | App Satisfaction

Affinity

Think with Google

Finance apps are preferred over other touchpoints and are valued when they are quick, easy and safe to use, particularly during a pandemic
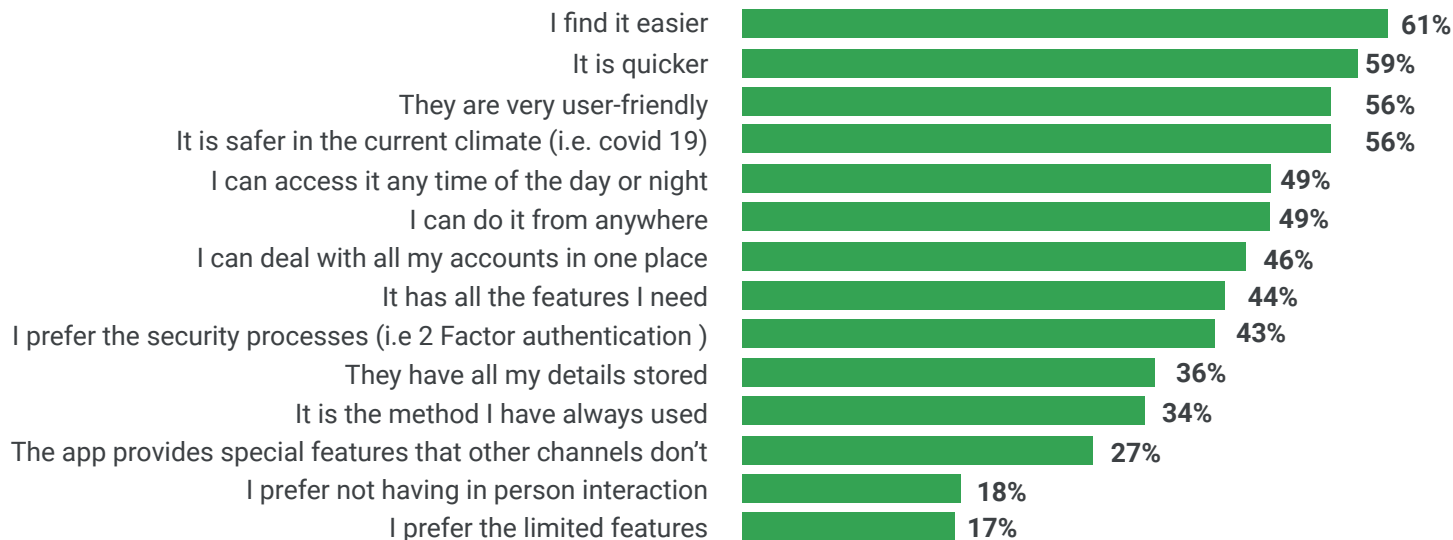
71% prefer to engage with brands through their app

4 financial apps installed on average

12% Via their website

5% Via email

5% Via their ATMs

3% Via an employee in person

3% Via an employee on the phone

Think with Google

Finance apps are preferred over other touchpoints and are valued when they are quick, easy and safe to use, especially during a pandemic

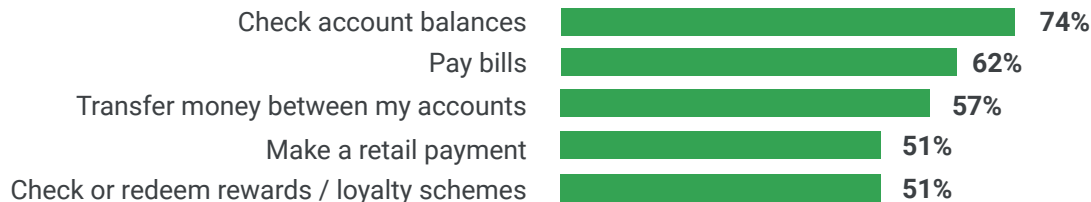## Reasons for engaging with brands through an app

I find it easier	61%
It is quicker	59%
They are very user-friendly	56%
It is safer in the current climate (i.e. covid 19)	56%
I can access it any time of the day or night	49%
I can do it from anywhere	49%
I can deal with all my accounts in one place	46%
It has all the features I need	44%
I prefer the security processes (i.e 2 Factor authentication)	43%
They have all my details stored	36%
It is the method I have always used	34%
The app provides special features that other channels don't	27%
I prefer not having in person interaction	18%
I prefer the limited features	17%

Think with Google

Checking account balances and making bill payments are the most common behaviors within finance apps

Common Finance App Behaviours (Top 5)

Behaviour	Percentage
Check account balances	74%
Pay bills	62%
Transfer money between my accounts	57%
Make a retail payment	51%
Check or redeem rewards / loyalty schemes	51%

Convenience and Efficiency
Day-to-day transactions like managing expenses, check on savings, bill payments, loan installments; seek real-time transactions and updates

Think with Google

Other behaviours on finance apps differ depending on the type of finance app

- E-wallets and payment apps are used most regularly for bill payments and daily transactions (PTP transfers, retailer payments), driven strongly by the convenience, and rewards/ incentives

- Banking apps for other banking activities such as checking account balances, fund transfers, credit card payments, bill payments

- Credit card apps (e.g., AMEX), and insurance apps (e.g., AIA) are used to help to track account balances and statements

" I use PayZapp, a payment app for bill payments, the cashback offers are better than using HDFC banking app

Light app user, 24-39 years old

Think with Google
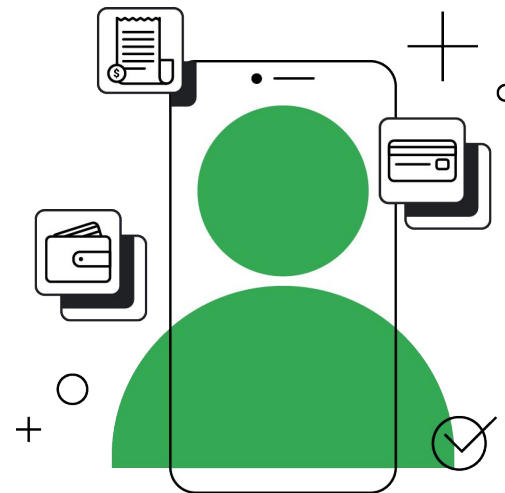
App users continue to use apps if they are regularly updated and provide safety in terms of both data and health

Continued Usage (Top 10)

If it proved it was secure and safe	51%
If it shows its relevance during COVID-19	44%
If the app was updated regularly with new, useful features	43%
If the app was updated regularly to fix bugs	38%
It it takes up less memory on my smartphone	37%
If it sends useful notifications	36%
When the app notifies me of any changes	36%
I have to use the app as it is with my provider	34%
If my friends or family are using / talking about it more	32%
If I saw the app used / talked about on social media	31%

Financial app users are generally trusting of apps in terms of data security but any lapses would result in deletion. It is at the forefront of app users' minds even if current levels of trust appear solid - things can easily change and apps need ensure security is always a top priority.

Behaviors have changed across the world during Covid-19 and many will have had to move to digital banking as a result of lockdowns. These potentially new banking behaviors could be sustained into the long term if apps are continuing to show relevance during Covid which will lead to engrained digital behaviors into the future.

Regular updates are crucial to continued app usage whether it new features, or fixing issues. App developers and finance brands can not stand still, particularly in a time when so many are moving to digital

Think with Google

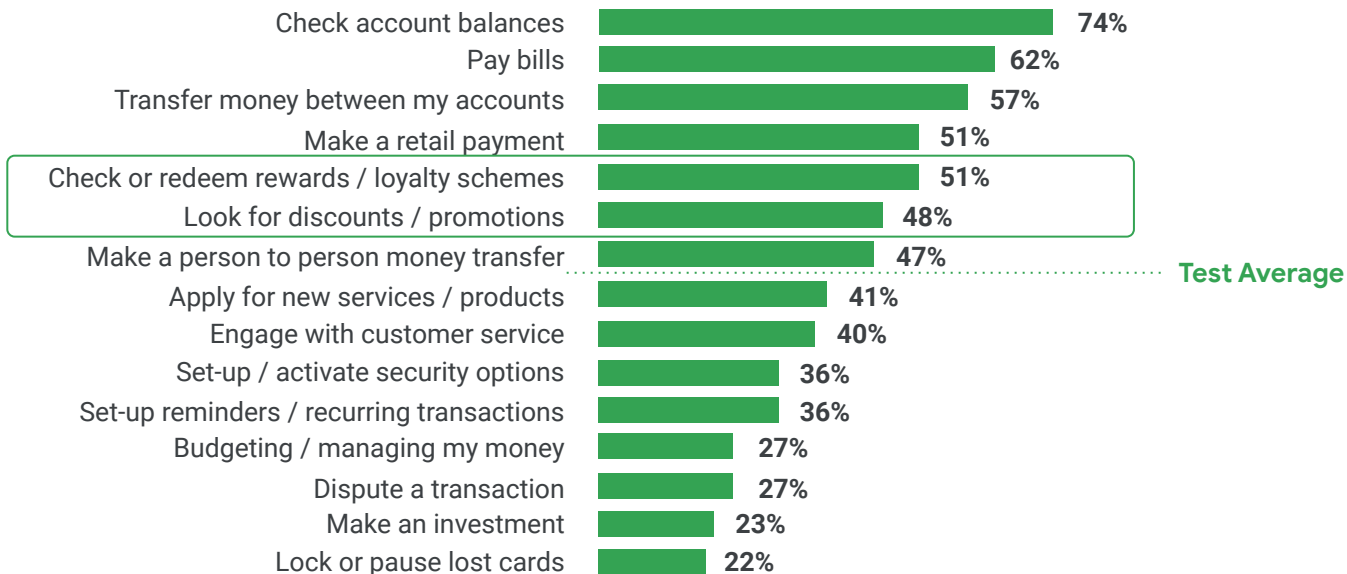# Particular for finance, app security is crucial

> Regular passwords are used every time and people are 'watching' us in different ways on the internet so it is very easy to be hacked… Banks should get into idea of face recognition - working chances of face recognition hacking is next to none - but OTP, can be hacked through mail, or phishing mail
>
> **- Light app user, 40-55 years old**
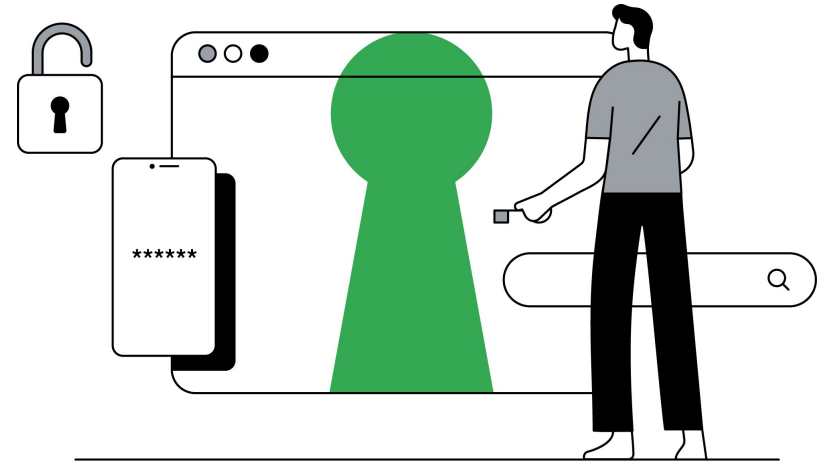
Think with **Google**

App users are often looking to check rewards or look for promotions which can help create loyalty

Common Finance App Behaviours

Behaviour	%
Check account balances	74%
Pay bills	62%
Transfer money between my accounts	57%
Make a retail payment	51%
Check or redeem rewards / loyalty schemes	51%
Look for discounts / promotions	48%
Make a person to person money transfer	47%
Apply for new services / products	41%
Engage with customer service	40%
Set-up / activate security options	36%
Set-up reminders / recurring transactions	36%
Budgeting / managing my money	27%
Dispute a transaction	27%
Make an investment	23%
Lock or pause lost cards	22%

Test Average

Think with Google

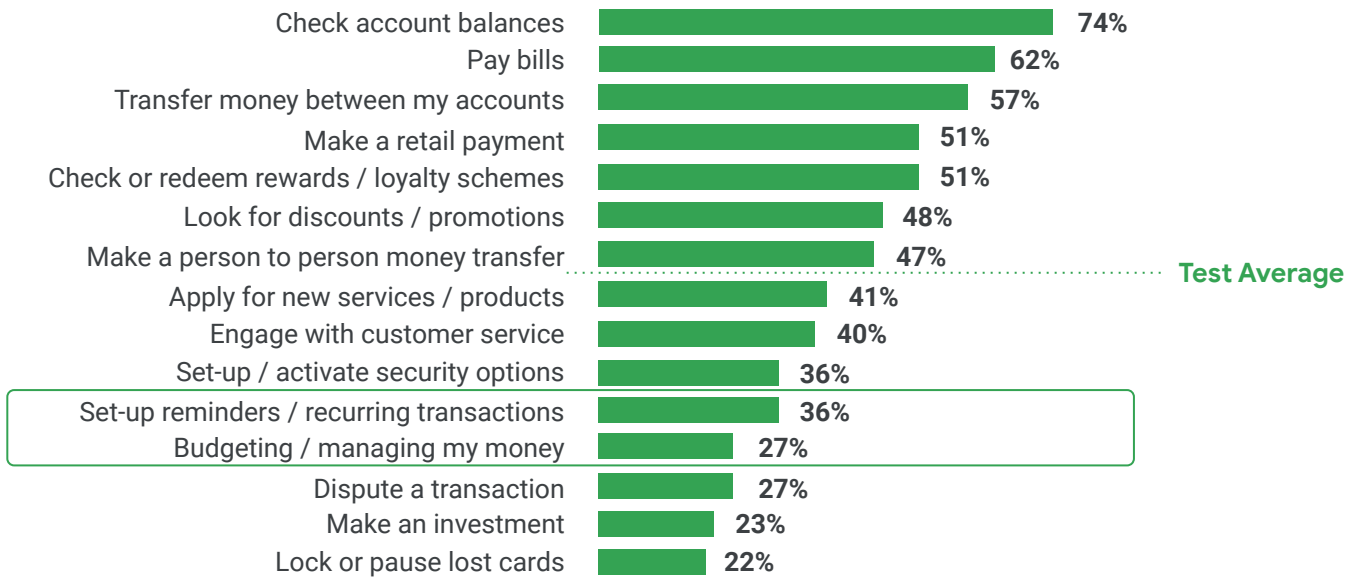# App users are often looking to check rewards or look for promotions which can help create loyalty

❝ I had my banking app downloaded for many years, but I did not use it for paying bills previously... but since COVID, I started paying bills with the banking app because the bank provided loyalty points which we could use to offset for rewards... also, since I will log in to the banking app anyway for checking my account balances, it is easy to use it to pay my bills as well.

- Light app user, 24-39 years old

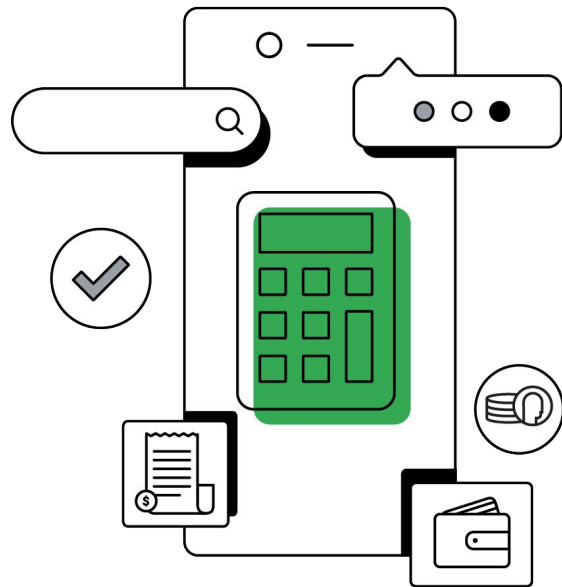# Budgeting and payment reminders are not frequently used yet

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Test Average

However budgeting and payment reminders are relevant and could prove to be helpful during the pandemic

" Too many features on banking apps that we don't use… It will be easier if we can 'search' for what we want - cashback offers, discounts… search engine part is very important - smart, intuitive results.

- Light app user, 24-39 years old

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App Engagement:
Key insights and recommendations

Insights

- App engagement has a strong positive correlation with brand satisfaction and customer retention

    - **79%** of 'most frequent' app users are highly satisfied with the brand
    - **97%** of 'most frequent' app users are "quite or very likely" to stay with the brand

- **71% of app users** prefer to engage **via apps** - which is why **multiple apps** are owned. Apps are quick, easy and safe.

- App users are encouraged to continue usage when apps are proven to be **secure (51%)**, have shown **relevance during Covid (44%)**, and when the app is **updated regularly (43%)**
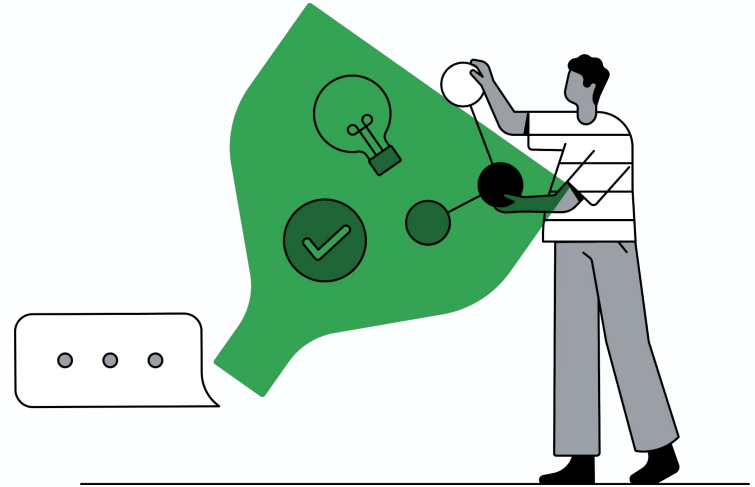
Recommendations to improve brand metrics

- **Upkeep core features that bring app users back**
  E.g. checking account balances (74% perform regularly), paying bills (62%), and transferring money between accounts (57%)

- **Maximize opportunity areas around rewards and discounts**
  Financial apps are becoming increasingly popular for redeeming rewards (51% perform regularly) and discounts (48%)

- **Raise awareness of underutilized yet helpful features**
  Assuming the features work well, underutilized features such as payment reminders (36% perform regularly) and budgeting (27%) can help increase the value of an app to users
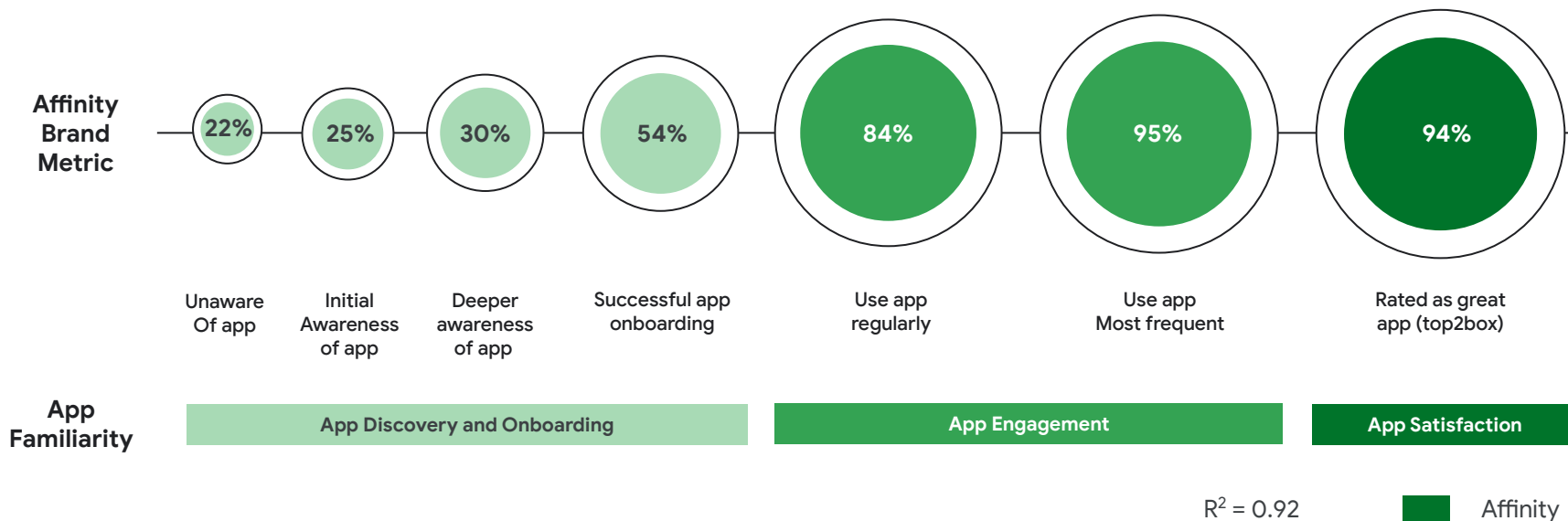
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App Satisfaction

How satisfied is the user with the app?

Increasing app satisfaction creates not only strong links to brand affinity...

Affinity Brand Metric

| 22% | 25% | 30% | 54% | 84% | 95% | 94% |

| Unaware Of app | Initial Awareness of app | Deeper awareness of app | Successful app onboarding | Use app regularly | Use app Most frequent | Rated as great app (top2box) |

App Familiarity

| App Discovery and Onboarding | App Engagement | App Satisfaction |

$R^2 = 0.92$ ▮ Affinity

Think with Google

... but also to brand satisfaction, retention and likelihood to recommend the brand. So how do we increase app satisfaction?

| When app users are highly satisfied with the app (9 or 10 out of 10).....			
Affinity (among brand users)	**Satisfaction** (among brand users)	**Retention** (among brand users)	**NPS** (among brand users)
9.5 in 10 like / love the brand (top2box)	**8 in 10** are satisfied with the Brand (top2box)	**10 in 10** are likely to stay with the brand (top2box)	**9 in 10** are likely to recommend the brand (top2box)
When consumers are satisfied with their app there are strong positive links with all metrics			If recommendation is high, it will leading to new consumers starting their app journey

Think with Google

There is a strong preference for singular purpose finance that provide convenience and safety

App Preference

73%

27%
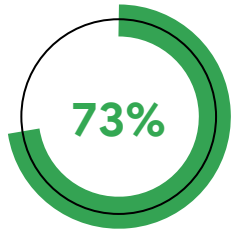
of app users prefer a **single** financial app covering multiple functions
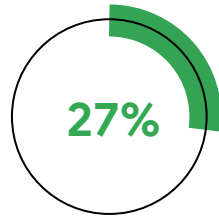
of app users prefer **multiple** apps that cover specific functionality

Strong preference for singular purpose apps where all details can be kept. This underlines the strong trust in financial apps. One quarter would prefer multiple apps - this could be due to limited data and storage space

| Primary Motivations To App Usage			
Pandemic Safety **(% strongly agree)**		**Convenience** **(% strongly agree)**	
They keep me safe during the pandemic	61%	I like being able to transfer money or check balance within seconds	58%
I prefer to use digital payments over cash 57%			
Apps are safer than using cash	40%	I can use them from anywhere and at anytime	56%
End-to-end convenience Want the banks to allow end-to end service through apps from application to sign-up - want to go offline only in case of no other option		They are more convenient than going in-store	55%
		They are the easiest way to keep track of my finances	52%

Think with **Google**

Poor consumer experience will lead to deletion - the experience needs to be easy and frustration free

App Satisfaction

Deletion Top 10

It has bugs / keeps crashing	29%
Poor interface	23%
I had security and/or privacy concerns	22%
It gives too many push notifications	22%
My current app does a better job	21%
I changed financial provider	19%
There were too many ads	19%
It takes up too much memory on my smartphone	19%
It seemed to be draining my battery	19%
I delete apps and reinstall them when I need them again	18%

Think with Google

Regular tasks elicit high satisfaction; these need to be seamless and instant - and appear to be delivering well
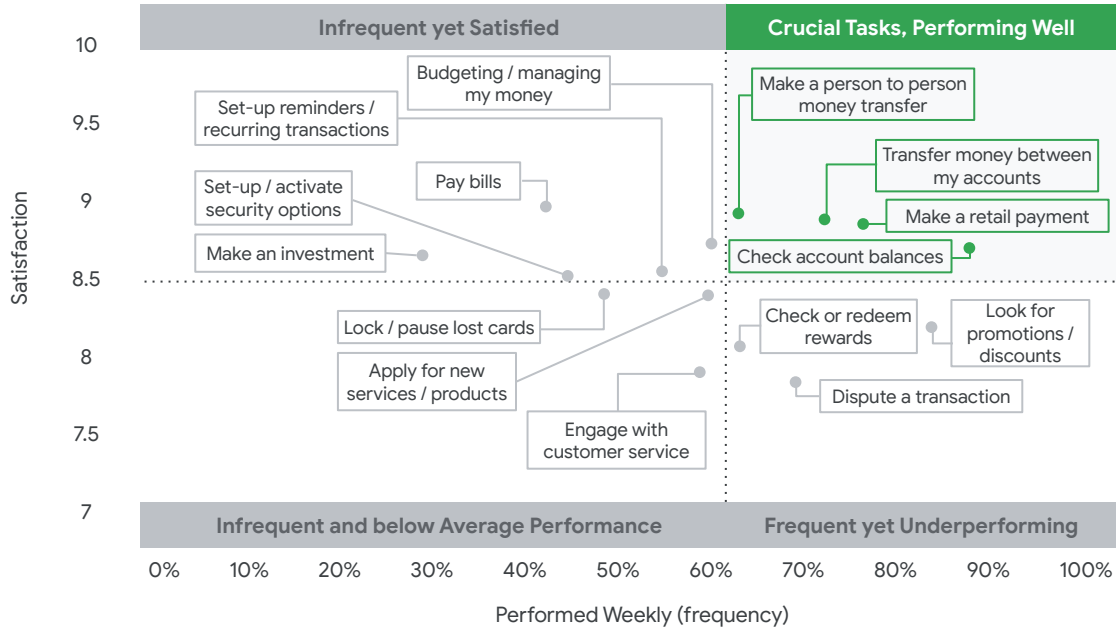
Frequent Activities x Satisfaction

Apps need to continue to deliver to these critical activities

Satisfaction (y-axis): 7, 7.5, 8, 8.5, 9, 9.5, 10

Infrequent yet Satisfied
- Budgeting / managing my money
- Set-up reminders / recurring transactions
- Pay bills
- Set-up / activate security options
- Make an investment

Crucial Tasks, Performing Well
- Make a person to person money transfer
- Transfer money between my accounts
- Make a retail payment
- Check account balances

Infrequent and below Average Performance
- Lock / pause lost cards
- Apply for new services / products
- Engage with customer service

Frequent yet Underperforming
- Check or redeem rewards
- Look for promotions / discounts
- Dispute a transaction

Performed Weekly (frequency): 0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Source: CU13. How satisfied are you with your app experience when it comes to the following activities within your <PIPE DUMMY CODE FROM S6a> apps?
CU12. How frequently do you perform the following activities within your <PIPE DUMMY CODE FROM S6a> apps?
Total Sample = 298

Think with Google

Poor consumer experience will lead to deletion - the experience needs to be easy and frustration free

Unsurprisingly, app users will lose patience with apps that deliver a frustrating performance. Elements of a poor interface could include:

Lack of convenience

Consumers are **overwhelmed with too many options**, i.e., a **long drawn (multi-click) process, and long lists** to choose from

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❝ Janakalyan app asked for many details whenever I tried clicking on features, and I had to click through many things to move around the app. So after a while, I gave up and hardly use it

- Heavy app user, 24-39

Poor speed

Downtime and lagging app-upload/ app-transactions lead to instant **drop-out** and possible **deletion**

❝ Usually I delete apps that are slow, laggy... Those that always hangs, and just not moving quickly whenever i clicked... I won't bother using such apps.

- Heavy app user, 24-39

Complexity

Multiple **stages of info seeking, and complex sign up processes** create issues and follow-up queries to go offline

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❝ I clicked into a mutual fund that I was interested in buying on the banking app, but it took me to another page, and somewhere else, and I got confused and just couldn't get into it

- Light app user, 40-55

Think with Google

Security concerns is one of the top drivers of app deletion

Deletion Top 10

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Source: CJ9. Thinking now specifically about <PIPE DUMMY CODE FROM S6a> apps, what are the typical reasons why you delete / uninstall these? CJ10. Thinking of the reasons you chose previously, please rank in terms of importance when it comes to deleting a <PIPE DUMMY CODE FROM S6a> app
Total Sample = 298

There is a fear of fraud or information leaks when it comes to security

Security is at the forefront of app users minds and trust levels are currently high - but any concern will lead to deletion. Consumers are looking for the following:

Security Features

Continued OTPs, email and SMS notifications, but some even seek biometric logins via fingerprint, and face recognition

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" Regular passwords are used every time and people are 'watching' us in different ways so it is very easy to be hacked… We should be provided daily different password - through mail, or some other more secure measures,,, Banks should get into idea of face recognition - working chances of face recognition hacking is next to none - but OTP, can be hacked through mail, or phishing

- Light app user, 40-55 years old

Two step log-in

Two-steps authentication to access, in case they lose their phone, or kids are playing around with their phone

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" I think it is important to ensure login is a two-step process… for the added security and safety. And plus, sometimes my kids are playing with my phone, so I don't want there to be any accidental transactions and charges

- Light app user, 40-55 years old

Some app users have frustrations over the size and battery draining capabilities of apps

Deletion Top 10

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Some app users have concerns over storage and battery - this leads to reinstallation as and when apps are needed. But there is a preference for the larger multi-purpose apps which will take up storage.

" Lighter apps - no need so many services as that causes more load on the app, too many options so makes app laggy or buffers for too long

- Light app user, 24-39 years old

Banks could apply innovative technology to their services to encourage usage through personalization

Personalization

Growth options and advice to be **personalized, tailored to them, based on their financial portfolio, financial needs and goals,** and their risk appetite.

Key ask: Personalized notifications and choices. Update them through the app on new products and services coming from the bank

New products or services should be personalised and relevant to the individual's areas of interests and financial needs

" The banking app can prompt us on some personalised offers for me for example, because I was buying investment, they know what I am interested in, and prompt what is relevant to me based on my areas of interest, my portfolio and information.

- Light app user, 40-55 years old

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Banks could apply innovative technology to their services to encourage usage through simplification

Artificial Intelligence (AI) or Relationship Management (RM)

Seek the apps to go **one level above convenience of transactions** - get innovative with options for advice, explore, purchase, negotiate, solve queries.

Key ask: Provide rewards for sharing and recommendations. Updates and reminders to make consumers aware of the new-available options improve loyalty

Update reminders or live chat for improved ways to engage and seek advice/ consultation lead to re-engagement

" Virtual RM or AI bot who is able to help out with anything you need - different from phone banking, it is a RM where once you call them up with your registered number, they would have your details already.

- Heavy app user, 24-39 years old

Think with Google

Banks could apply innovative technology to their services to encourage usage through voice

Voice Banking

Voice assistants are becoming more popular.

There is an opportunity to be at the **forefront of innovation** presuming it can work securely.

Voice can **transcend literacy** so the challenge will be in understanding how/what app users ask for. There is a need to link to real language, not financial jargon.

" All options should be on home screen only - they could also consider providing voice command feature to find the feature/service you want... sometimes we can't find what we want even after typing in search bar so voice command can be the other option.

- Heavy app user, 24-39 years old

App Satisfaction:
Key insights and recommendations

Insights

- App satisfaction is strongly correlated with brand recommendation - **88% who rate an app as "perfect" regard themselves as brand promoters**

- **73%** of app users would **prefer a** multi-functional **singular app** compared to multiple single purpose apps

- As well as providing a channel that is safe during Covid such as an app, brands can meet changing consumer needs by providing convenience - **58% strongly agree they enjoy completing activities within seconds and 55% strongly agree apps are more convenient than going in-branch**

Recommendations to improve brand metrics

- **Get the basics right, consistently**
  Ensure critical tasks (e.g. balances, transfers) are reliable, seamless & elicit high satisfaction. Bugs and poor interfaces quickly put users off. Ensure all functionality is available in one app

- **Understand** changing consumer needs
  Primary reasons for using finance apps include staying safe at home during Covid (61%) & apps are safer than using cash (55%)

- **Innovate to meet consumer needs**
  Know-Your-Customer (KYC) process has a strong awareness, trial and reviews - it doesn't not seem as complex as initially viewed which needs to be promoted to discourage delays. Users are keen to also be able to do these types of process via apps and have video calls with their Relationship Managers. Potential to utilise voice.

Think with Google

Thank you