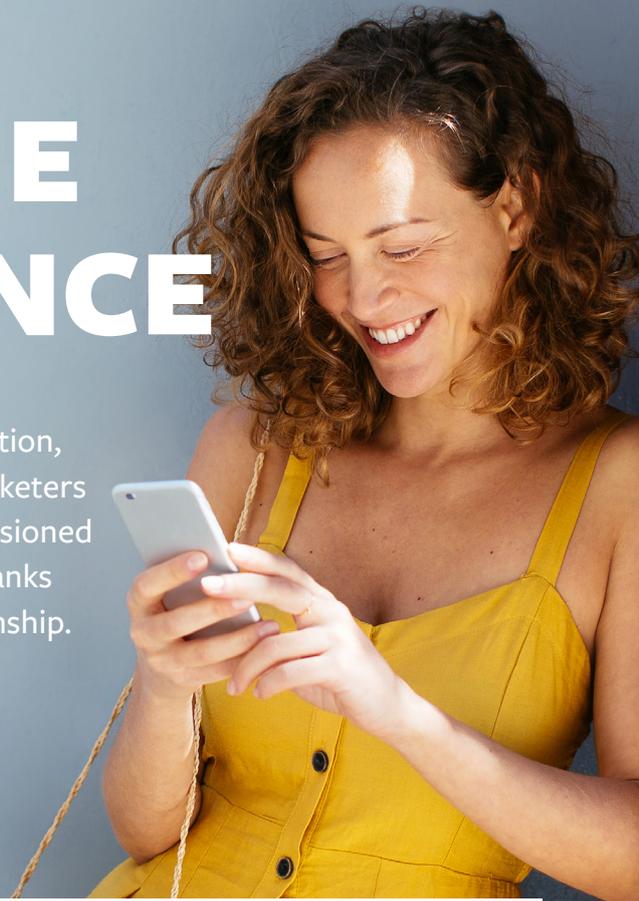


CHANGING THE FACE OF FINANCE

Amid disruption from niche startups and the rise of digitalization, the way people manage their money is changing. To help marketers understand the new consumer journey, Facebook IQ commissioned Accenture to ask Indonesians about their relationship with banks and Canvas8 to reveal the cultural drivers behind this relationship.

We uncovered three important purchasing journey trends.



DISCOVERY

FINANCIAL FLEXIBILITY

People want the flexibility to manage their money on mobile

83%

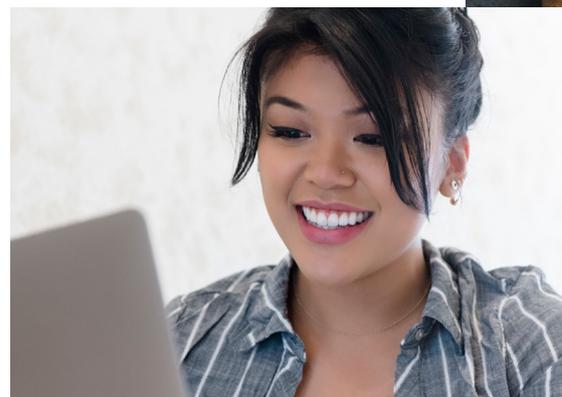
of checking account consumers surveyed say an easy to navigate mobile app is an important consideration when deciding which new retail bank to sign up for

41%

of checking account consumers ages 18-34 say the most common way they discover or hear about new retail banking options is on their mobile device

36%

of current account consumers surveyed are using digital banking service Tcash



When checking account consumers ages 18-34 were asked which online sources they have used to learn about retail banking products, the Facebook family of apps was selected most and chosen more than any other site, app or service

51%

of checking account consumers ages 18-34 say that adverts on their social feed help them discover new retail banking options

EVALUATION

CASUAL CONVENIENCE

People seek convenience with digital banking



100%



of checking account consumers ages 18-34 say that they're comfortable interacting with a bank on a messaging app

47%

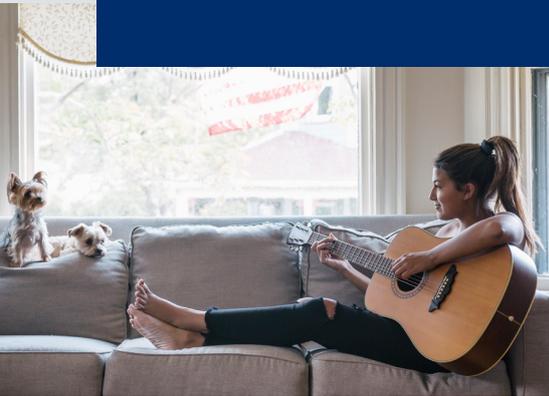


of checking account consumers agree they want the ability to conduct all retail banking actions online, without the need to visit a physical branch

45%



of checking account consumers ages 18-34 say they use digital banking services because they're more convenient than going to a physical location



PURCHASE

HUMAN TOUCH

People want retail banking with a human touch

78%



of checking account consumers say that "feeling understood" by their financial provider is an important signifier of trust

54%



of checking account consumers surveyed said they had high levels of trust in their current retail bank

44%



of checking account consumers say they want to see more content on social channels for financial products and services that make their lives easier

WHAT DOES THIS MEAN FOR MARKETERS?

USE SOCIAL TO REACH CUSTOMERS

Checking account consumers surveyed are open to adopting new digital services as part of their flexible approach to banking. Brands can respond by finding ways to give users freedom and control over their finances wherever and whenever they want—either by partnering with fintechs to embed complementary services into their core digital offerings, or by investing in the latest mobile solutions. And on this journey, social channels are a great way to highlight new offerings.

MAKE MESSAGING FRICTIONLESS

With the majority of checking account consumers ages 18–34 year old comfortable interacting with a bank on a messaging app there's an opportunity to reach this group via the platforms that are already a part of their day-to-day and make the interaction even more convenient. Financial content that feels familiar and friendly—yet taps into their specific needs—can help engage these people with money management.

EXHIBIT A HUMAN TOUCH

For 75% of checking account consumers surveyed the trustworthiness of a bank is either the main or one of the top criteria considered when choosing which to join. And with empathy and compassion seen as important signifiers of trustworthiness, there's an opportunity for brands to build trust by exhibiting a more human touch—whether that's by aligning with causes that are important to them, offering personalized tips on how to manage money or providing people with the tools to increase their financial literacy.