

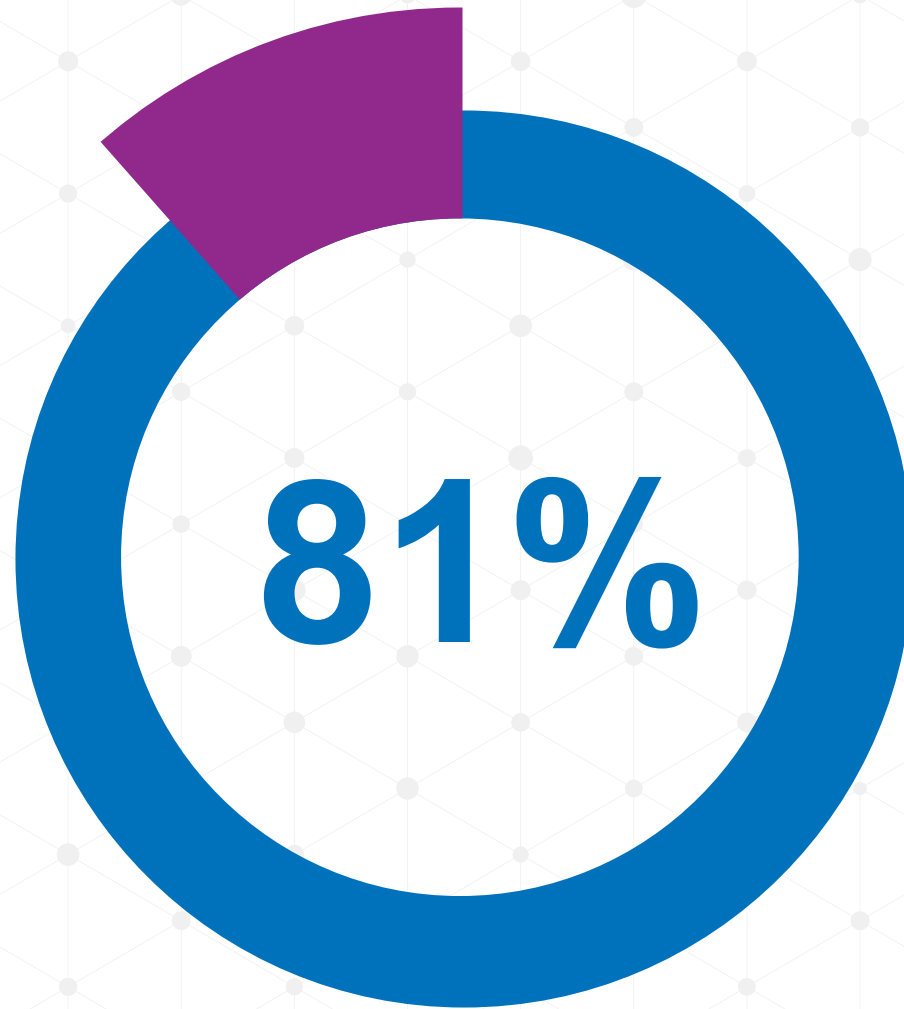
What do consumers want from their PFSP?

(Primary Financial Services Providers)



Swipe Right





Gen Z
survey respondents believe

Every interaction must leave

consumers with the feeling:

“my bank knows me well

and treats me like an individual

with unique needs.”

Summary of survey

data clarifying what customers want
from their PFSP

- ✓ Help in maximizing the benefits of existing products
- ✓ Relevant product offers at the right time
- ✓ Personal knowledge of things they care about
- ✓ Customized product features