



Observatory of digital uses

**Afterbanking or
new banking uses**

January 2019

“opinionway



Methodology



The study was carried out using representative samples from populations in five European countries aged 15 and over. A total of **7,054 interviews** were conducted in the following countries



France
N = 2024



Spain
N = 2015



UK
N = 1005



Sweden
N = 1007



Romania
N = 1003

Samples were taken in line with the quota method based on gender, age and profession, subsequently sampling units were selected by region of residence and town size.

Within the French sample, the results will also be presented among the online and mobile bank customers. (see suggestion below)



online and mobile bank customers
N = 433



In France, Spain, Sweden and the UK, interviews were conducted through an online questionnaire based on the CAWI (Computer Assisted Web Interview) system. In Romania, interviews were conducted by phone based on the CATI (Computer Assisted Telephone Interview) system.



Interviews were carried out from 27 September to 13 October 2018.



OpinionWay conducted the survey in compliance with ISO 20252 rules and requirements.



**The new
consumer
behaviour with
mobile phones**



The mobile phone is the new ally of the purchasing process

In the last three months, have you used your mobile phone to perform any of the following actions?



France
N = 2024



online and mobile bank customers
N = 433

Find out information about a product or service before buying



Pay for a product or service online



Pay for a product or service in a physical shop





The emergence of new consumption patterns

Have you ever done any of the following? / %Yes



France
N = 2024



online and mobile bank customers
N = 433

Improve purchasing power

Buying or selling second-hand goods online



Checked for good deals on sales apps



Eco conscience

Stopped using product that you think bad for the planet



Scanned products with an app in-store to find out what's in them



Making everyday life easier

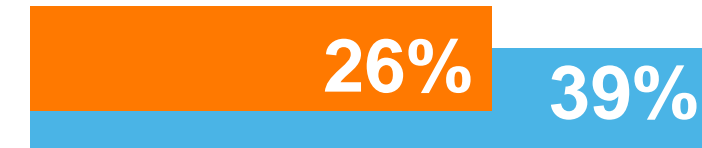
Using e-tickets when travelling



Streaming audio or video content



Watch sport matches with a connected device or app

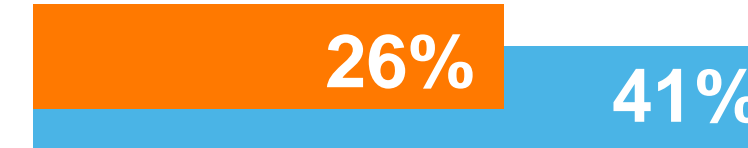


Collaborative economy

Booked a stay on Airbnb



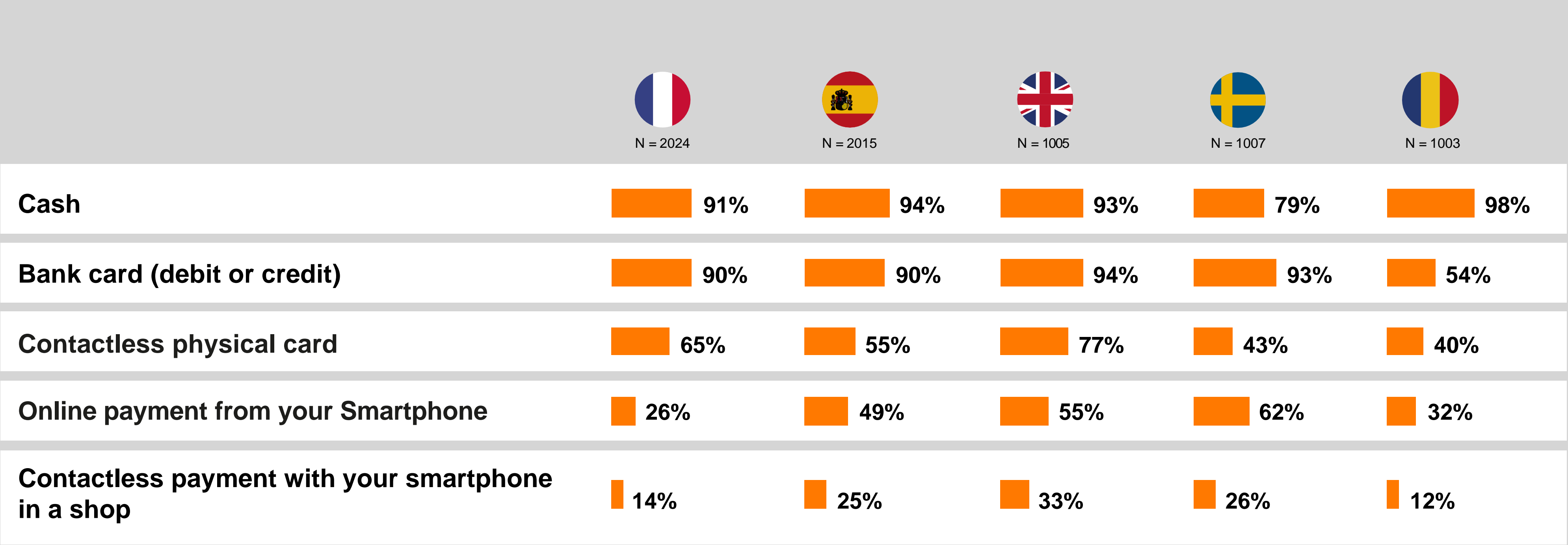
Booked a carpooling trip through an app





The smartphone: a part of the payment landscape

For each of the following payment methods, please indicate which one best describes your most frequent habit
% regularly or occasionally users

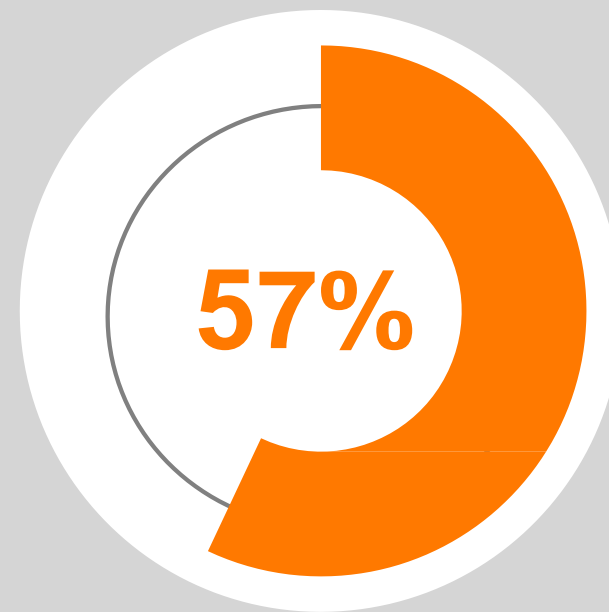




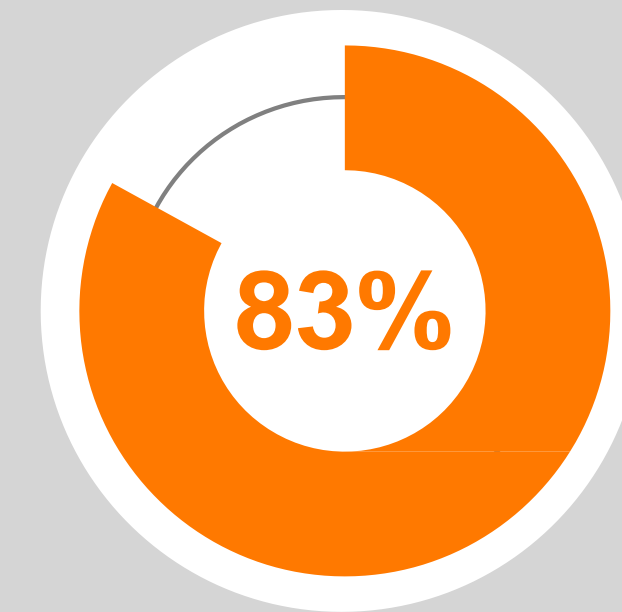
In 5 years, mobile phone will be the most common mean of payment

Do you think that in five years, contactless payment with a smartphone in a shop will be the most common method of payment or not?

 **France**
N = 2024



 **Spain**
N = 2015



Mobile phone will be the most common way to pay in store



The smartphone frees up the amount of contactless payments

Up to how much would you be willing to spend using contactless payment with your smartphone in a shop?

Amount granted on average and per purchase



30€

Limit authorized in France
for each payment by
contactless credit card



French

would be willing to spend using contactless payment
with the smartphone in store



Spanish



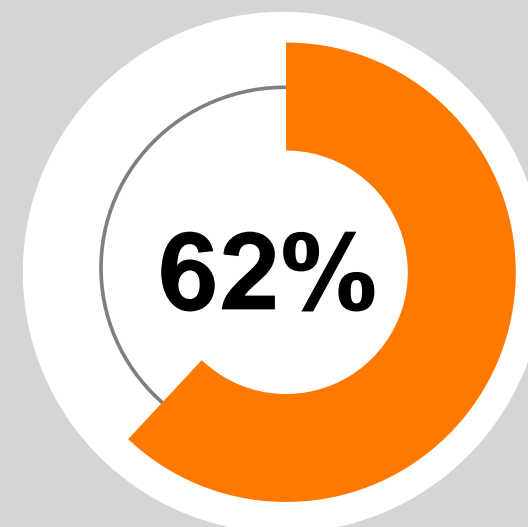


In 5 years time, cheques will disappear

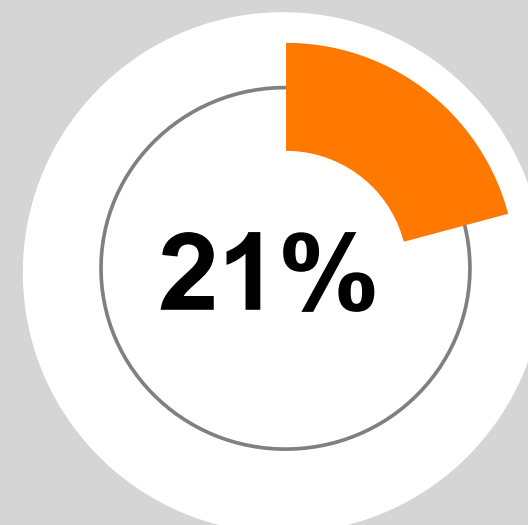
Do you think the following methods of payment will have disappeared in five years time?



N = 2024



estimate that cheques will have disappeared in 5 years time.

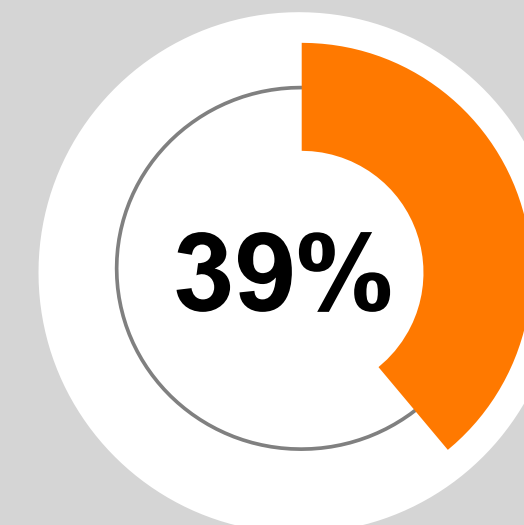


Estimate that cash will have disappeared in 5 years time.



N = 2015

No cheque in Spain



Estimate that cash will have disappeared in 5 years time.



Orange Bank point of view

"Mobile phones will become central to tomorrow's consumers: a universal payment device that supports more economical and transparent consumption."

It thus leads to the emergence of an "increased consumption", more collaborative".

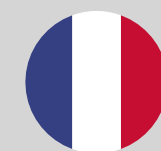


**The relationship
with the bank is
evolving towards
increased self-
service**

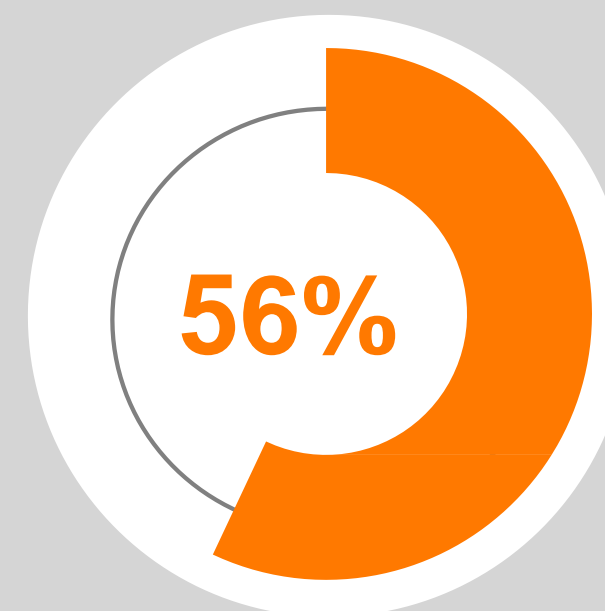


One in two French people use a banking application

Have you ever used an app to check your current accounts from a mobile phone or a tablet?



N = 2024



used a mobile banking app

For **76%** of them, the mobile banking app helps them manage their money better





The Internet is the main source of information on banking services

What are the main platforms you use to find out information about banking services in general?



Internet and social media



N = 2024



49%



N = 2015



54%



N = 1005



70%



N = 1007



69%



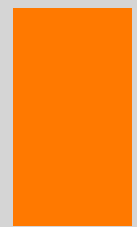
N = 1003



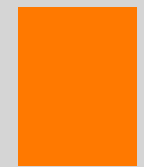
43%



Your banking advisor



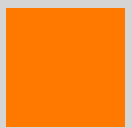
49%



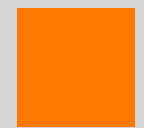
35%



18%



24%



27%



Remote interaction is preferred over agency visits

What is your preferred method for contacting your bank to carry out everyday banking activities?



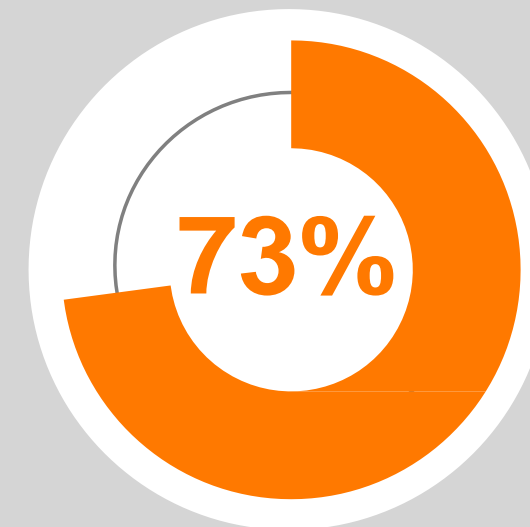
Remotely

(online customer area, mail, mobile banking app or chat online)

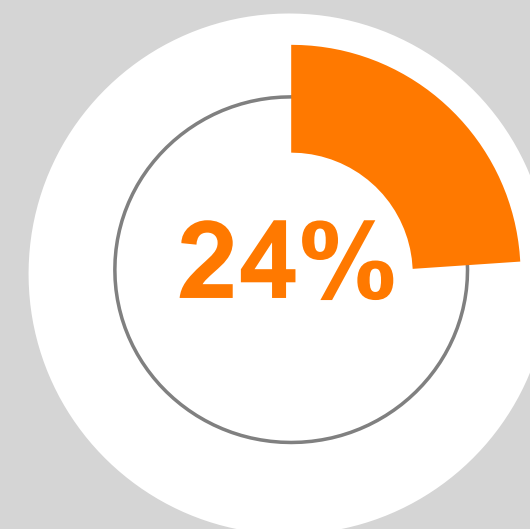
Agency visits



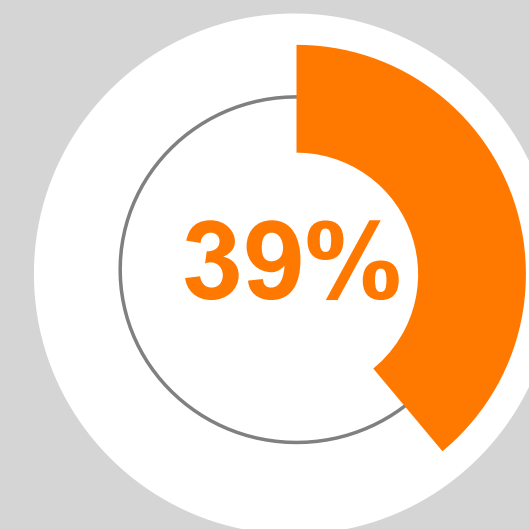
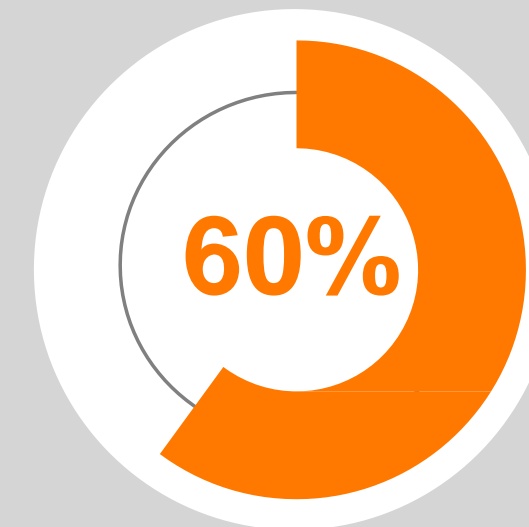
N = 1986



42% via customer online area



N = 1992





Almost half of the French people have never met their banking advisor

Do you know the name of your banking advisor in your main bank?



N = 1986

43%

have never met their advisor, don't know them or don't have one



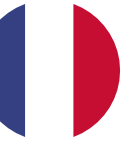
N = 1992

51%

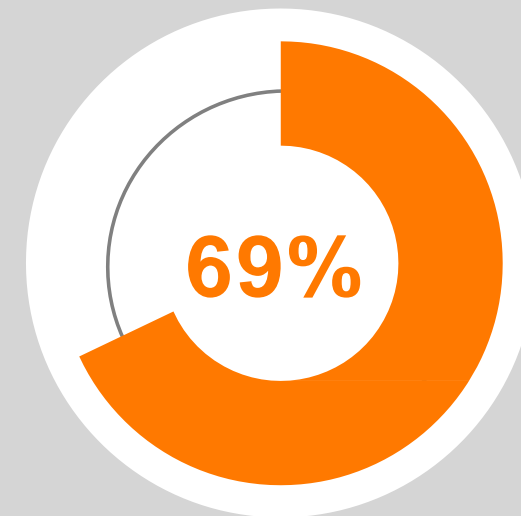


An ambivalent relationship with the bank

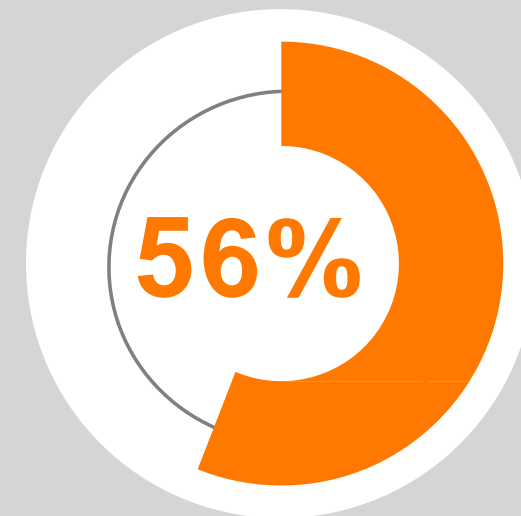
Would you say that your banking advisor...



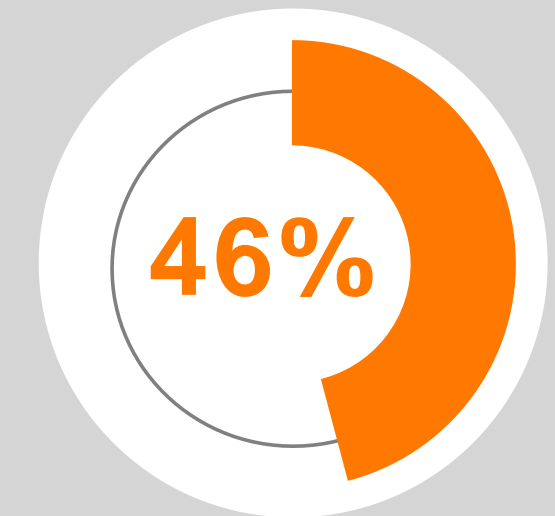
Gives you good advice



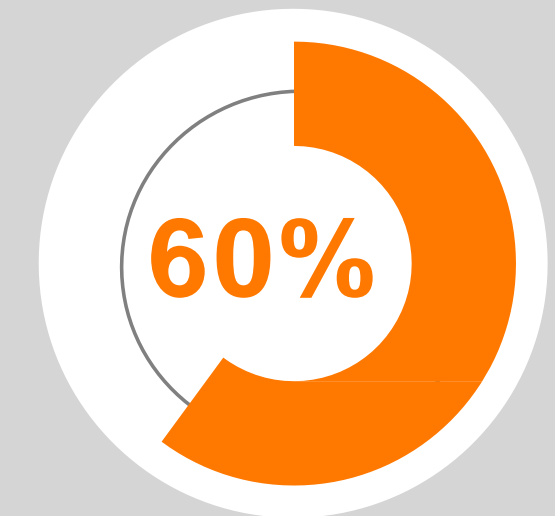
Is useful for the good management of your money



Doesn't give you independent advice



Doesn't anticipate your needs





The banking advisor is no longer considered essential

Could you do without a banking advisor? Do you agree or disagree with each of the following statements?



France
N = 2024



Spain
N = 2015

Could do without

51%

77%

Don't like spending time interacting with their bank
and want as little contact as possible

62%

68%

Don't need to interact with their bank to manage
their banking services

71%

62%

Banks put their own interests before their
customers' interests

89%

92%



A desire for self-service operations

For each of the following banking activities, do you prefer:

% Doing it yourself from your mobile or online

Already common practices

Viewing your accounts

89%

Sending a payment

86%

Blocking your bank card in the event of theft or loss

57%

Managing your financial savings such as life insurance, share-based savings plans...

52%

Increasing your withdrawal limit

50%



N = 1825



Emerging practices

Subscribing car/home insurances

38%

Contesting a transaction

35%

Opening and closing an account

31%

Requesting consumer credit

27%

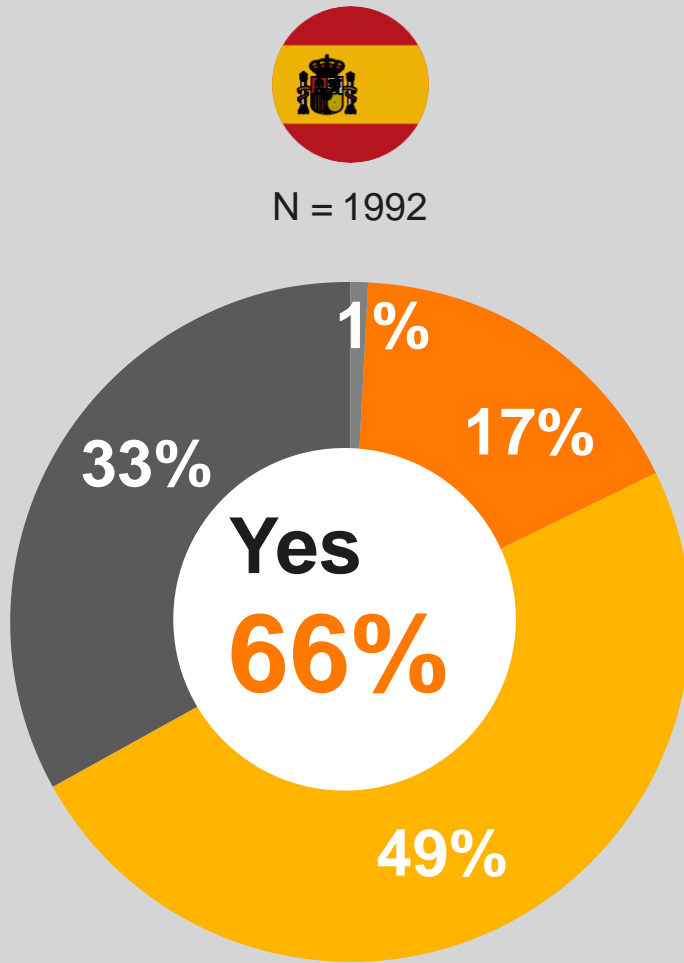
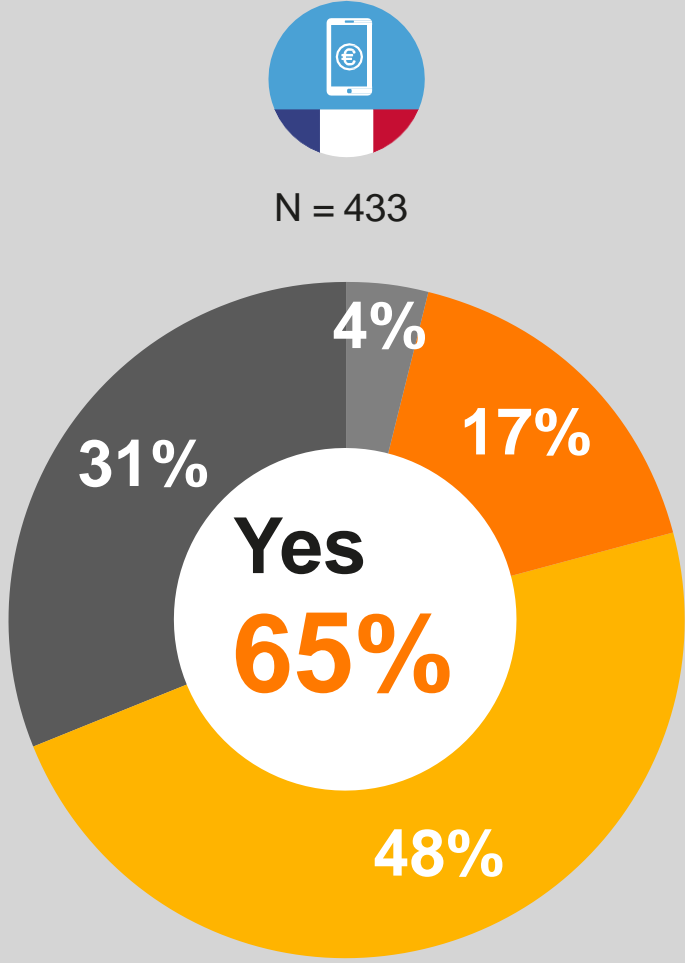
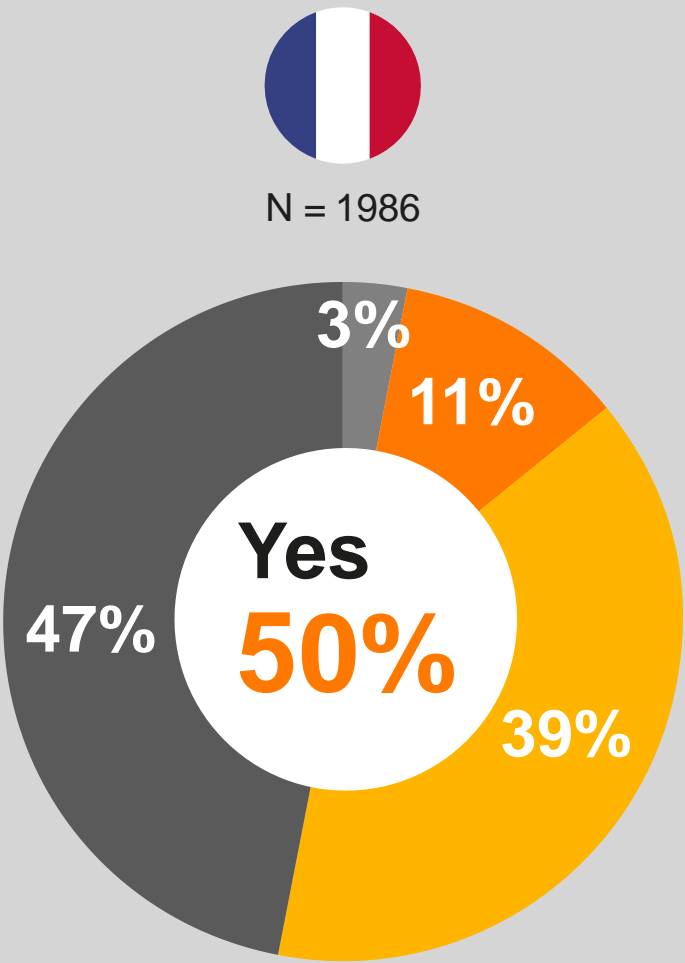
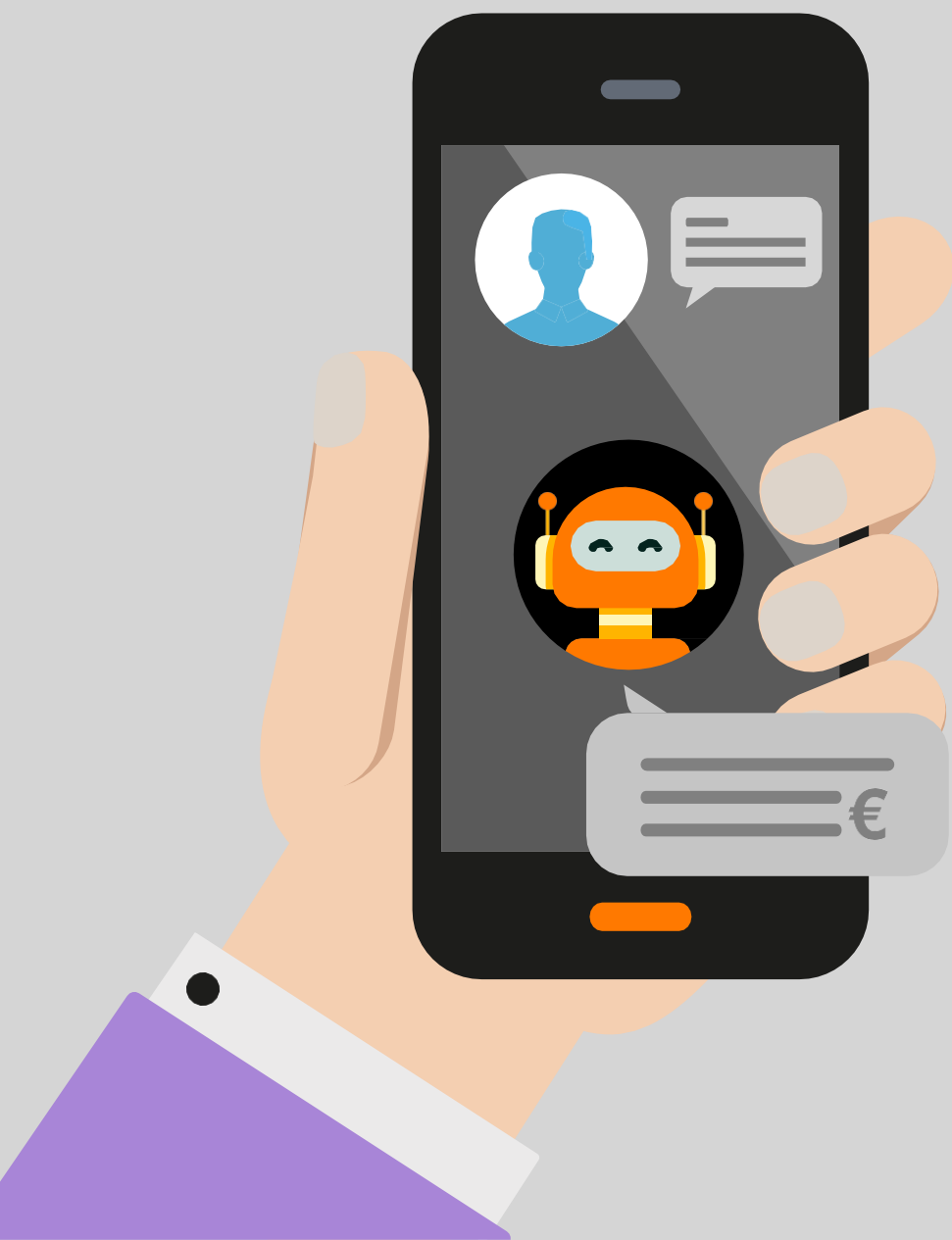
Requesting a mortgage

18%




One in two French people would be willing to use artificial intelligence to communicate with their bank

Would you be willing to use an artificial intelligence system such as a virtual banking advisor to communicate with your bank?



 Yes, for all needs

 Yes, for basic needs

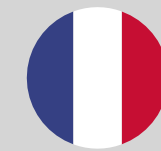
 No

 Don't know



Maturity towards money

Do you feel comfortable talking about money with your friends and family (how much you earn, how much your house is worth....) ?



N = 2024



N = 2015



N = 1005



N = 1007



N = 1003



76%



55%



78%



76%



59%

feel comfortable talking about money with their relatives



Orange Bank's point of view

"Consumers want to have more control when it comes to managing their money

We see 3 converging trends for this: mistrust towards banking institutions, greater maturity on financial issues and the rise of digital (social networks, AI)".



**Mobile banking is
becoming
commonplace**



A trend towards multi-banking

With which of the following banking and financial institutions do you hold a current account, a card, or savings and investment products?



N = 2024



N = 2015

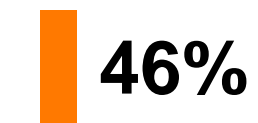


N = 1005



N = 1007

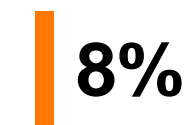
Single bank



Several banks



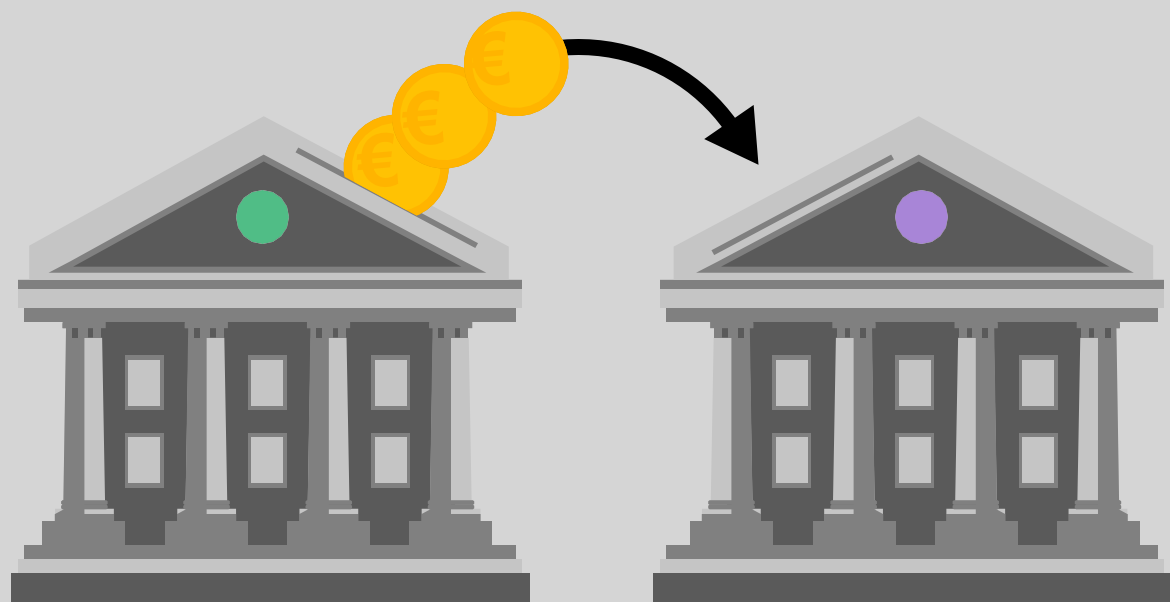
Online or mobile bank





Banking mobility in full expansion

Would you be willing to change your main bank?



Ready to change

Yes, and you have already done so

Yes, but you have never done so



N = 1986



48%



N = 1992



52%



N = 997



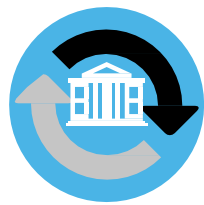
60%



N = 997



54%



Tariffs, a key reason to change bank

Why would you be willing to change your main bank /are you not willing to change your main bank?

Basis: ready to change main bank. Open-ended question



Tariffs 41%

"For a more attractive price and a reward for loyalty, better investments"
"If I can find a better way elsewhere in terms of bank charges"

Services 21%

"If another bank offered me more interesting services and investments"
"Because I'd like to see how it goes elsewhere, if there are more advantages"
"If I find better advice elsewhere" "For a better offer on a home loan"

**Attitude of the banking
advisor and bank's image** 11%

"If my new banking advisor is too distant with me and doesn't know my situation or needs"
"Banking advisor not listening at all"

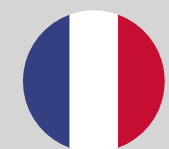




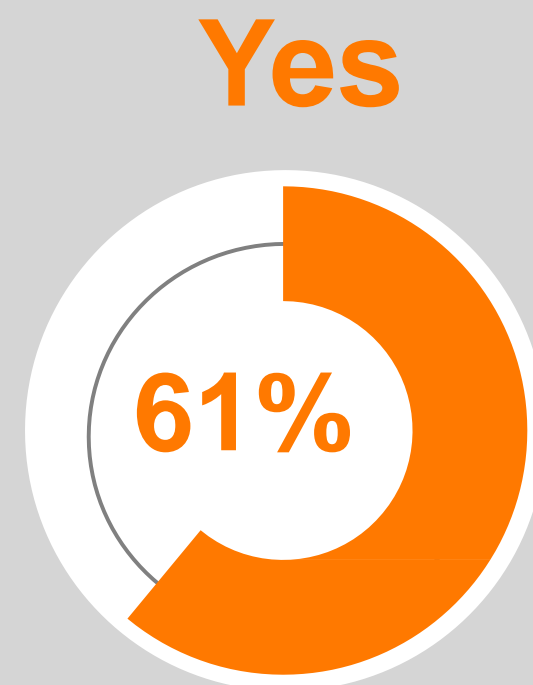
Online or mobile banking can become the main bank

Would you be willing to make an online-only or mobile-only bank your main bank?

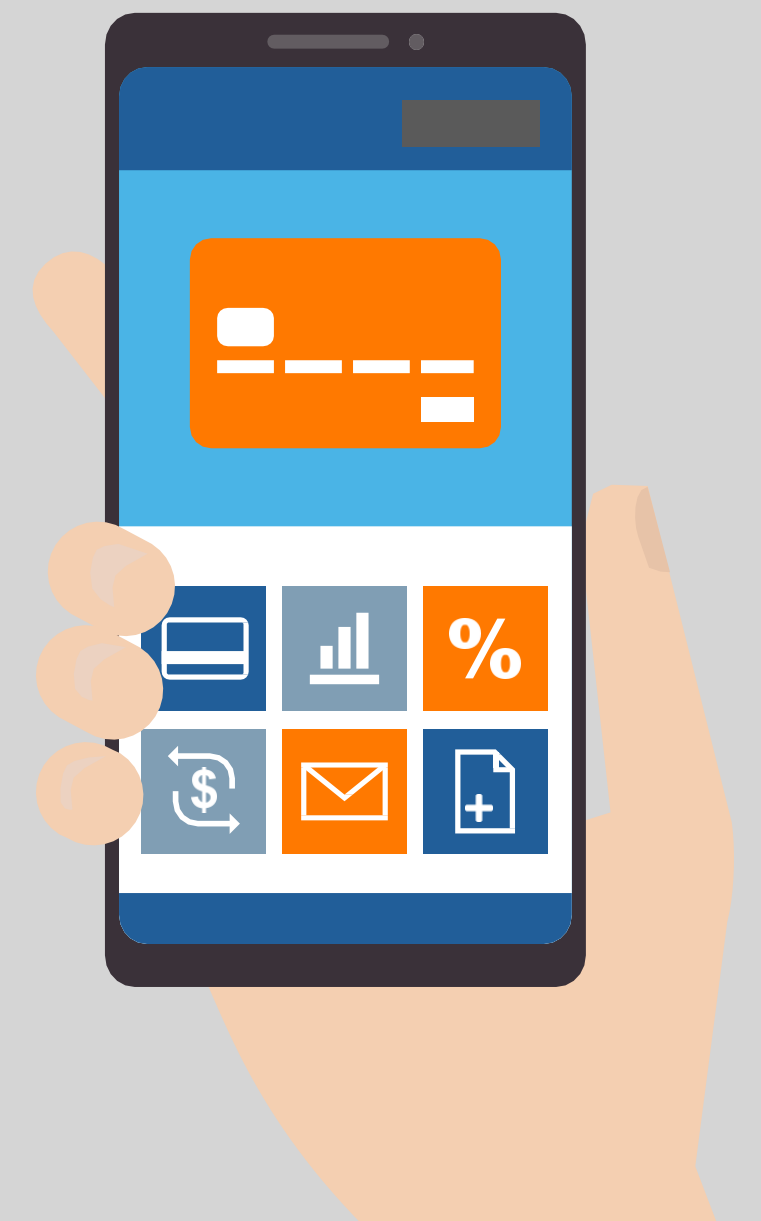
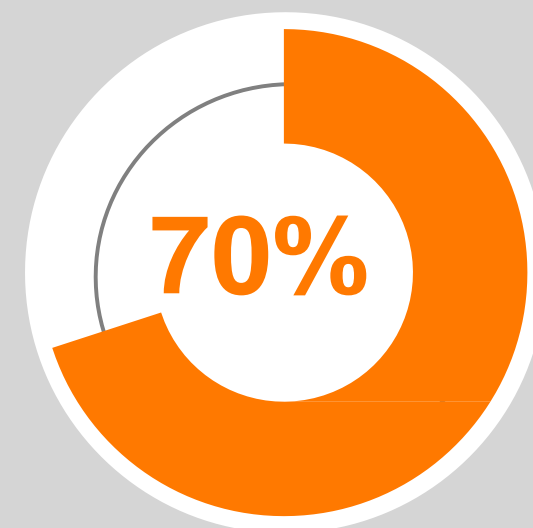
Basis: wish to open an account in an online or mobile bank (21% of the sample in France)



France
N = 674



Spain
N = 1115



2

1



In France, four profiles stand out

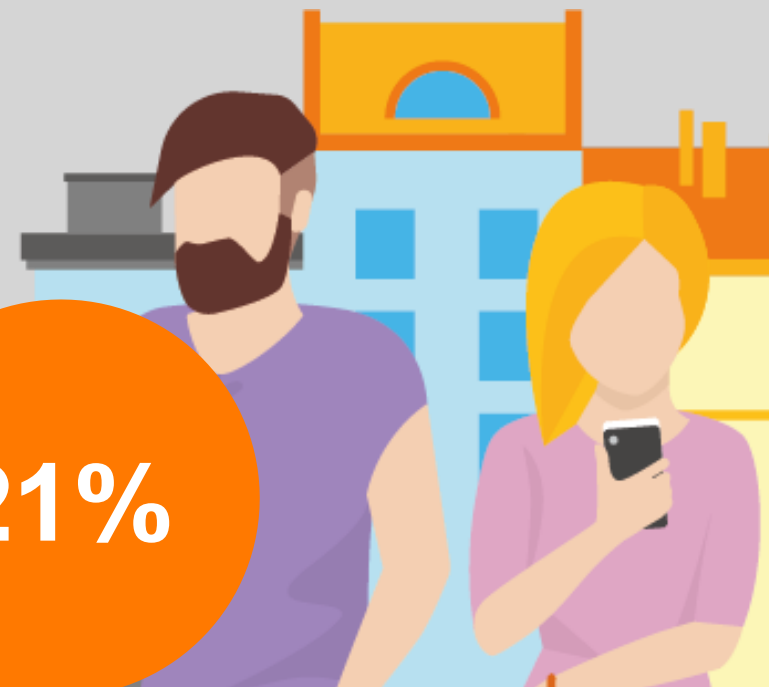
Customers of online and mobile banks



21%

21%

Customers seduced by online and mobile banks

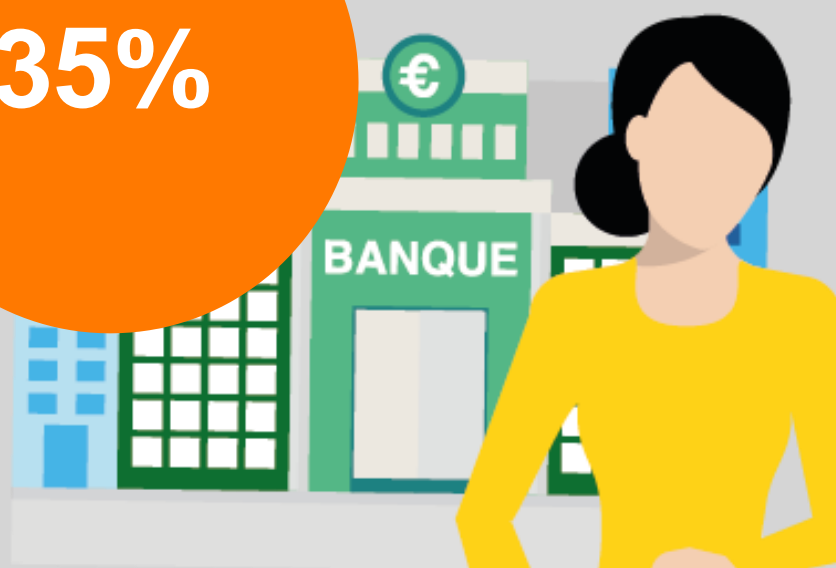


19%



Disloyal customers of traditional banks

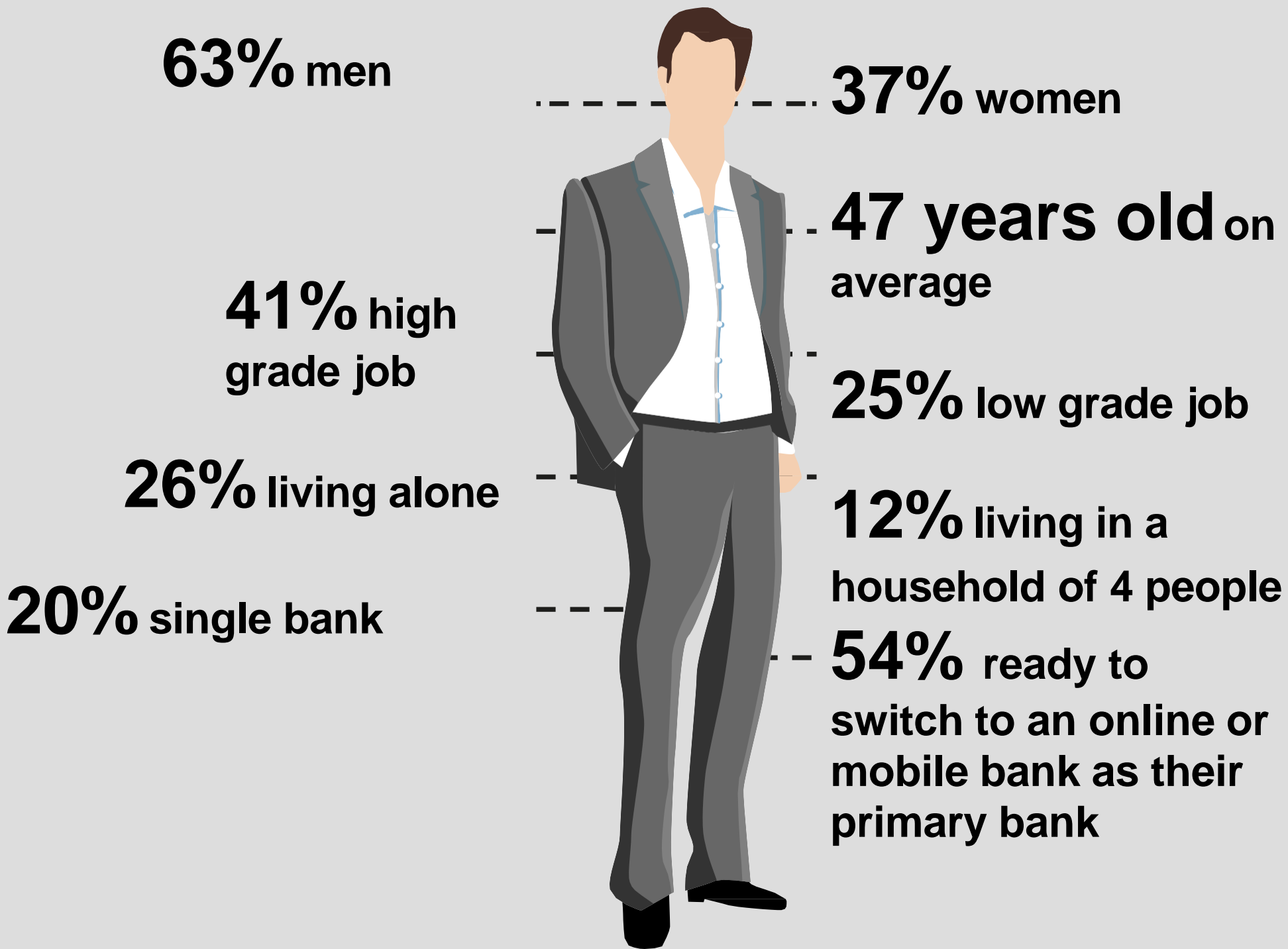
35%



Loyal customers of traditional banks

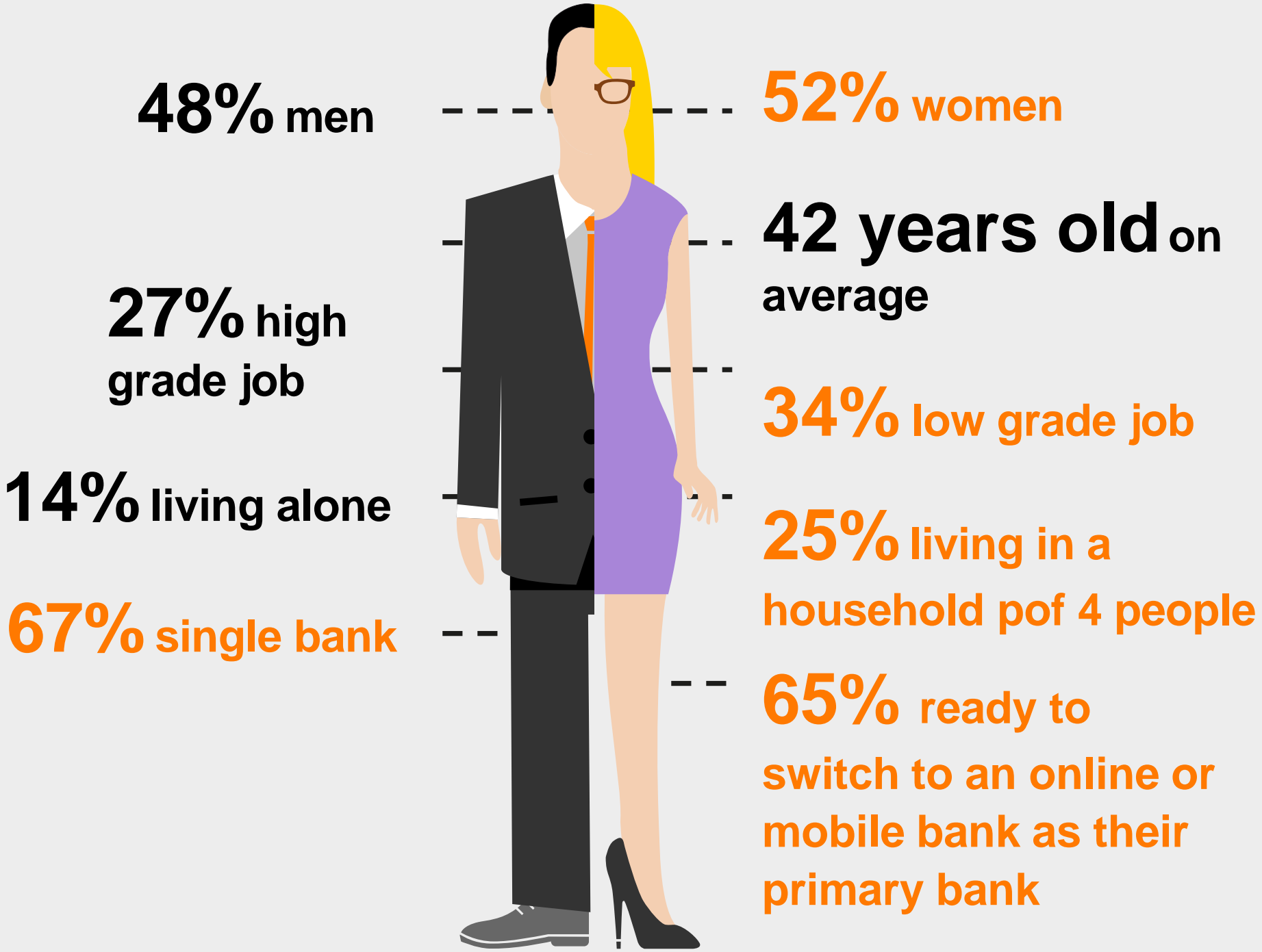
Online and mobile banking is becoming more and more popular

Today's customers*



* Profile of people with an account in an online or mobile bank

Tomorrow's customers*



* Profile of people interested in opening an account in an online or mobile bank



Orange Bank's point of view

“Online and mobile banks are becoming more democratic and can now claim to be the main bank, as long as they meet the requirements of transparency and price”



Thank you