



# COVID-19 Driving Consumer Behavior Changes in Banking



| Before COVID-19   |  |   | After COVID-19                                       |  |
|---|--|---|--|--|
| <b>50% of customers said that their primary banks are well connected to other platforms</b> | <b>49% of customers used internet banking</b>        |   | <b>57% of customers used internet banking</b>        | <b>30% of customers are willing to shift to BigTechs /Fintechs because of unsatisfactory experiences with their primary bank</b> |
|   | <b>47% of customers used mobile apps for banking</b> |  | <b>55% of customers used mobile apps for banking</b> |  |