

A close-up photograph of a person's hands typing on a black laptop keyboard. A small, light-brown Chihuahua dog is sitting on the keyboard, looking towards the camera. The dog is wearing a blue fuzzy blanket. The person is wearing a light-colored t-shirt. The background is slightly blurred, showing other people in a similar setting.

# MESH

Experience

Retail Banking Coronavirus Weekly Insights  
Week end 29 May 2020

UK 

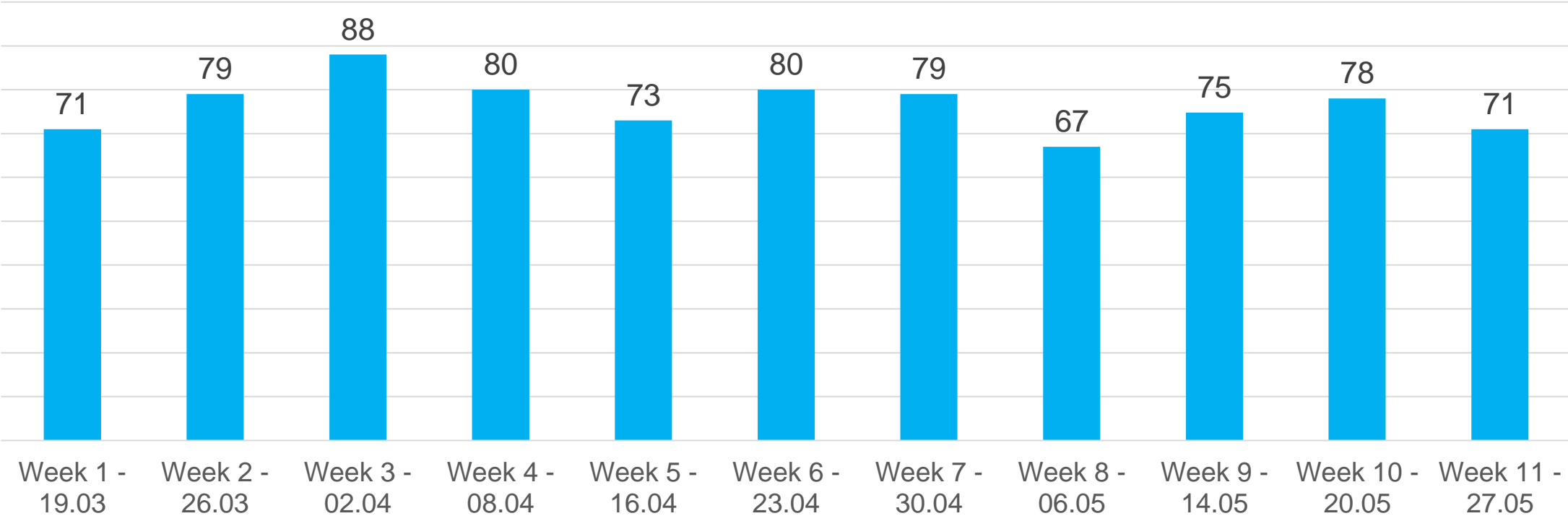
# A sense of relief

With the new policy, leading banks to implement an extension on payment relief, people are grateful that this will offer them a safety net, if needed.

There is a correlation between high communication presence and banks doing enough to help customers, so keep communicating.

# Concern about COVID recedes to the same level as when the pandemic started, but still largely exists

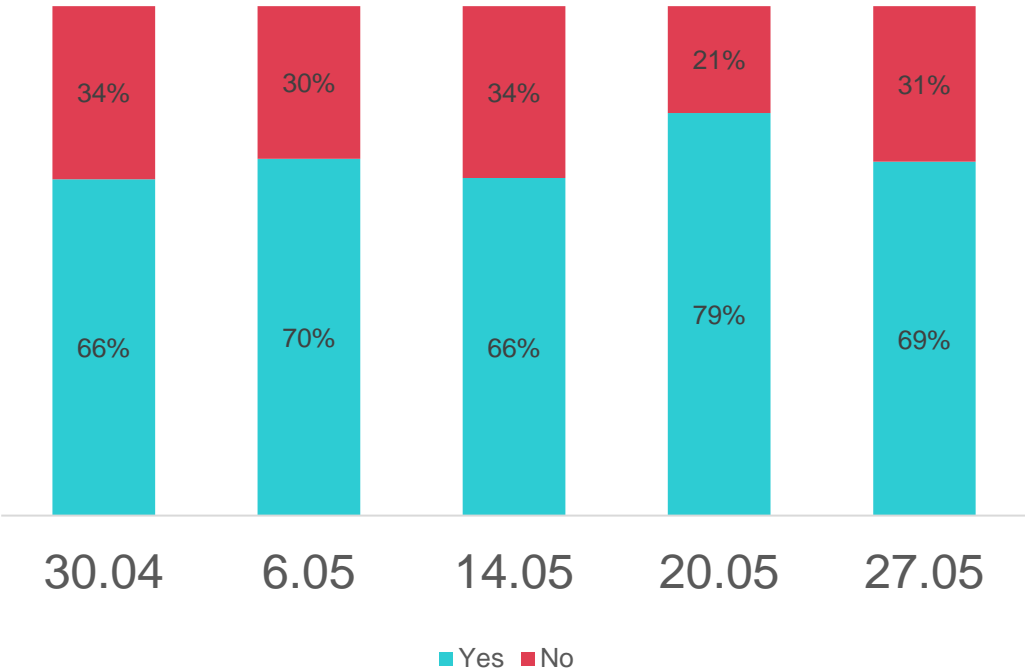
How do you feel about the ongoing COVID-19 (Coronavirus) pandemic?  
Fairly & Very Concerned %



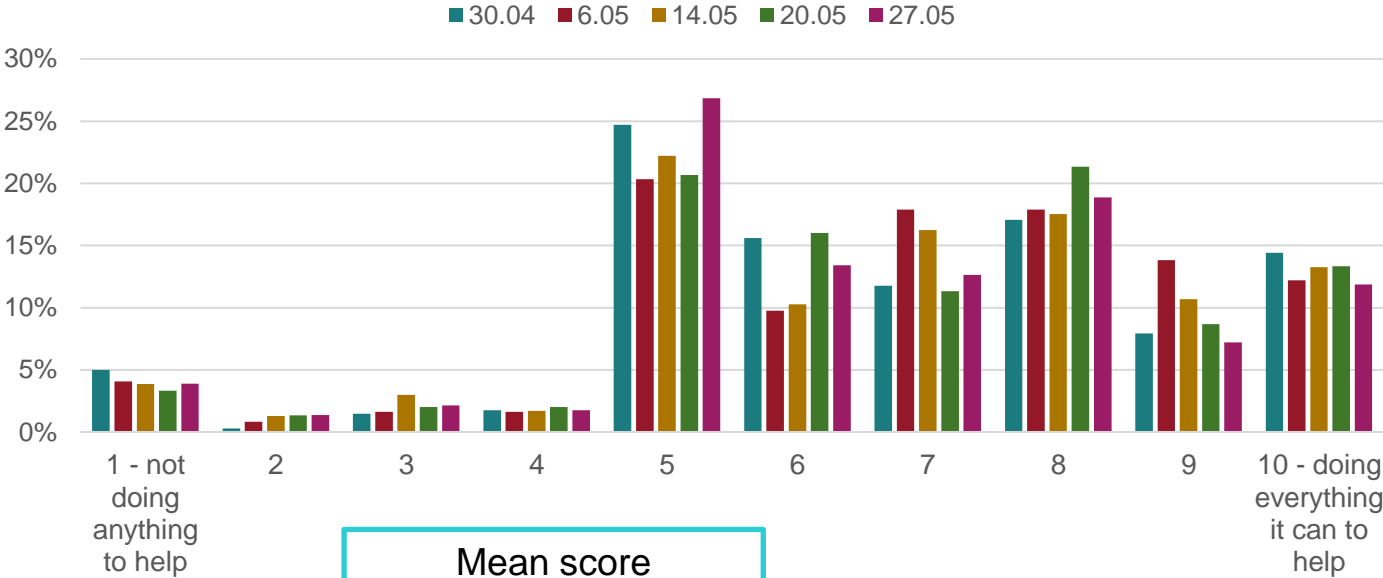
Source: MESH Experience Retail Banking Study Pre Questionnaire  
base responses n=514  
Question:How do you feel about the ongoing COVID-19 (Coronavirus) pandemic?

# Despite scores dropping slightly this week, banks have the correct measures in place to meet the needs of customers

Are banks doing enough to help customers during the COVID-19 (Coronavirus) pandemic?



How much is [your bank] doing, if anything, to help its customers during the COVID-19 (Coronavirus) pandemic?



**Mean score**  
 30.04 = 6.7  
 06.05 = 6.9  
 14.05 = 6.7  
 20.05 = 6.8  
**27.05 = 6.6**

Source: MESH Experience Retail Banking Study Pre Questionnaire base responses n=514

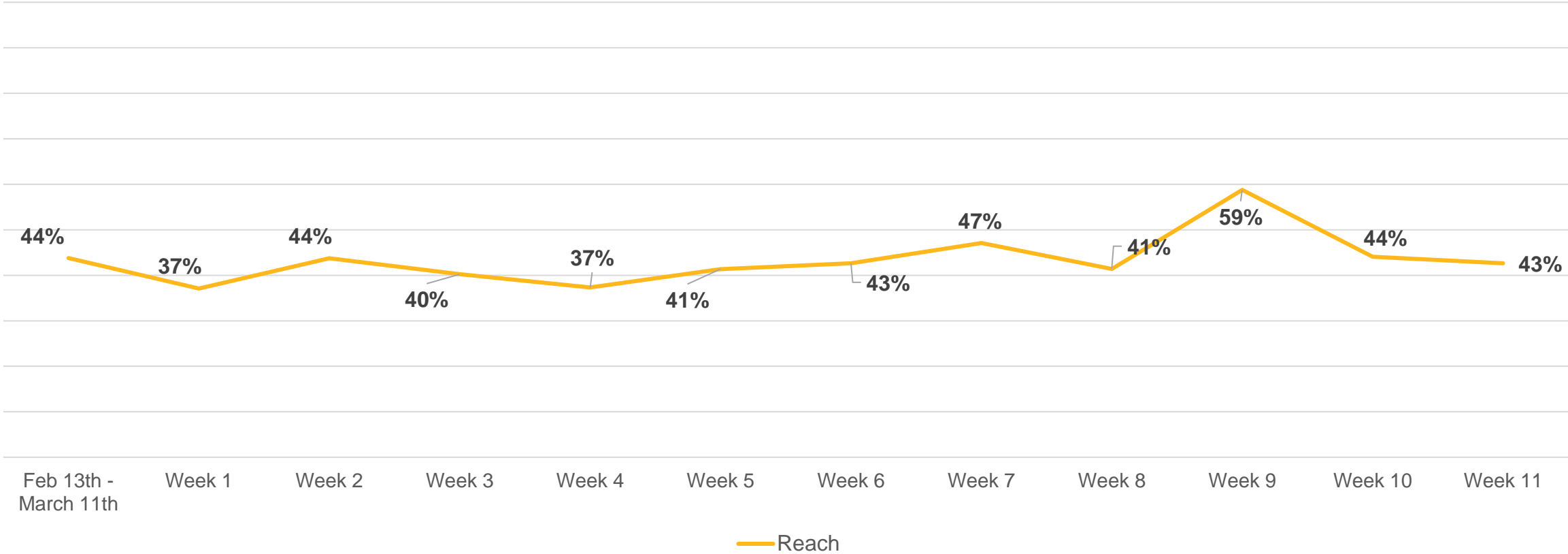
Questions: Are banks doing enough to help customers during the COVID-19 (Coronavirus) pandemic?  
 How much is [your bank] doing, if anything, to help its customers during the COVID-19 (Coronavirus) pandemic?

PRE

MESH Experience

# Increased communication a few weeks back led to an increase in awareness of support measures, paid reach has since dropped back

Paid Media - Experience Reach



Source: MESH Experience Retail Banking Study  
Week 11 base: Total Experiences n=682 | People n=272  
Week 7: 23-29 April | Week 8: 30 April – 6 May | Week 9: 7-13 May | Week 10: 14-20 May | Week 11: 21 May-27 May



# People are grateful for mortgage holidays and feel relieved about the support. Communication is key to maintain a strong presence

*they are **pausing payments** for loans, mortgages etc - **they seem to be doing all they can***

*what they are already doing, supporting with mortgages and credit facilities, **I think they're being very supportive!!***

*From the advertising I've seen, **they're being supportive, fair and reassuring**, providing many strategies and **plans to help customers through these unprecedented times***

*They just need to **be there and be supportive**, it is not an easy situation for anyone bank staff included **so people need to be flexible and understanding**. **I think most banks are doing a great job in difficult times***

***They are giving breaks** on repaying loans, mortgages & credit cards if needed. They are also realizing that people can get easily scammed during this crisis and most banks will repay the money that people have lost. **I think that these are very good things for the banks to do***

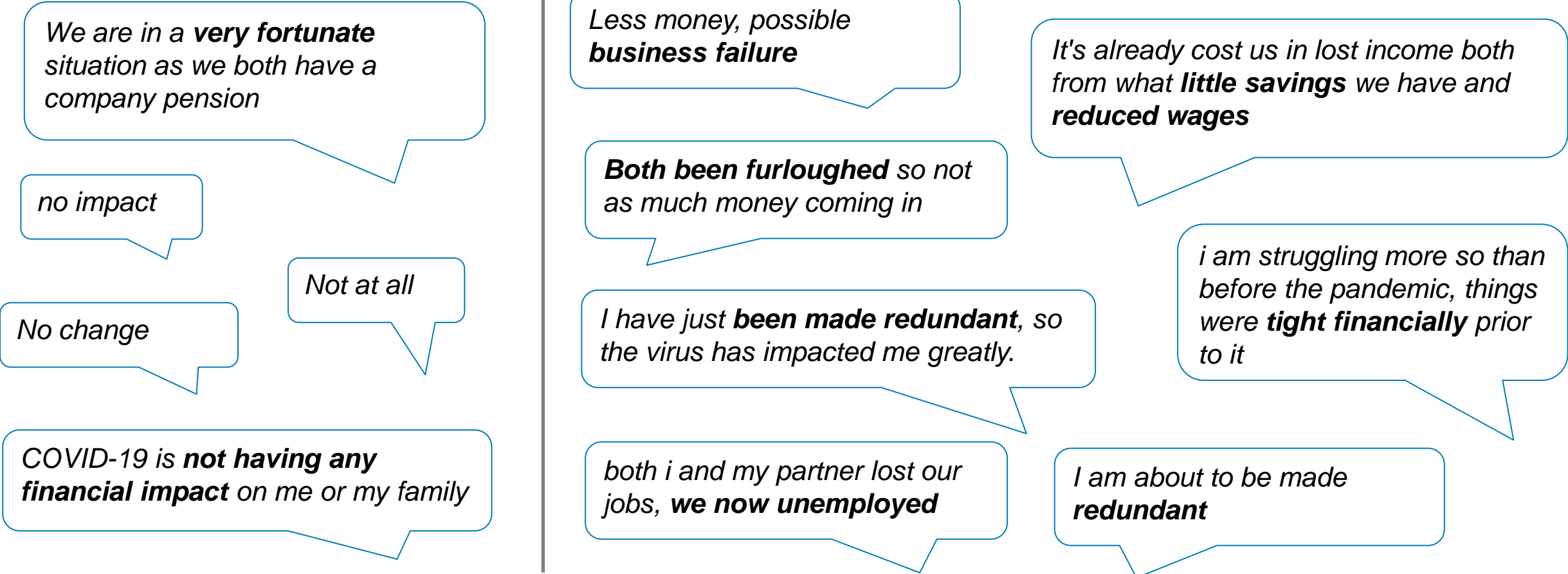


# Create a portfolio of messaging

Whilst all of us have been in the same lockdown situation, the individual challenges and consequences experienced are vastly different.

Lloyds, Halifax and NatWest are using a portfolio of messaging to show support. This is not only important to the individual but also to the wider community. Demonstrate the breadth of your support.

# For some, the COVID-19 crisis has no or a very small impact on their finances, whereas others face major life changes



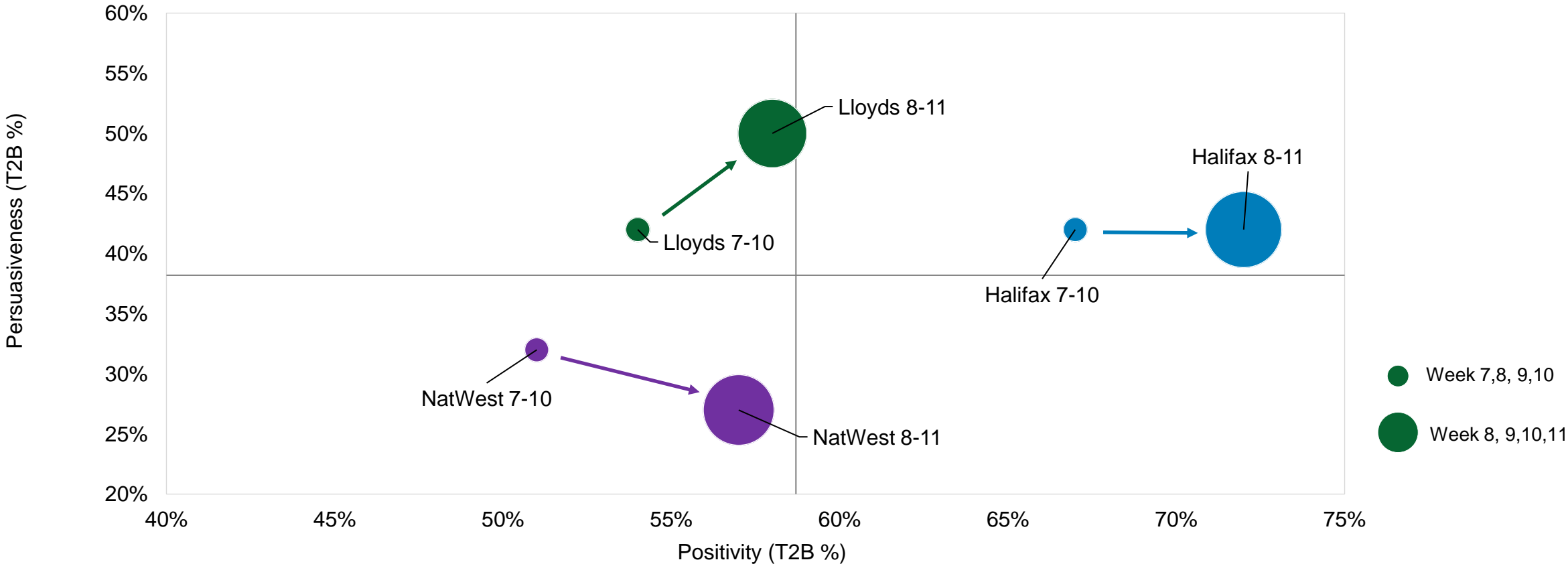
Source: MESH Experience Retail Banking Study Pre Questionnaire base responses n=514

Questions: Thinking about your household finances, how do you think COVID-19 (Coronavirus) will impact you?



# We see positive moments from banks that are out with a variety of messages, targeting different Coronavirus related challenges

Paid Media Engagement Map | Rolling 4 week



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# Halifax stood out with not taking things for granted, keeping an eye open for those still uncertain about online banking



“I saw a prominent advert in the Guardian. It made me feel pleased that Halifax was thinking **about older people** in society who may be unsure about using internet banking”

Halifax | Newspaper | Fairly positive | No difference

“Half page advert in the observer. Very colorful and eye catching. It appears to be encouraging people who may think that **online banking is risky** to try it and **reassure** them that it is very secure. Impressed that Halifax is helping people who may be unsure of using online”

Halifax Newspaper Fairly positive No difference



“I turned the page in the Sunday Times & saw a huge full page advert for Halifax saying it was there to help customers. I was touched that it also **thanked their staff** for being there for its customers.”

Halifax | Newspaper | Very positive | Slightly more likely to choose | Neutral



# Lloyds was there for local communities, whilst still raising awareness on mental health

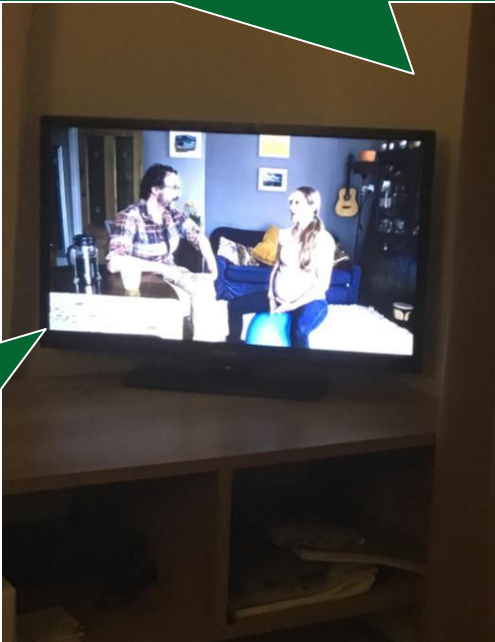


“It was a full page ad in the Observer which really stood out. It was a photo of a baker. The text explained that Lloyds helped a local bakery to stay open so that it could provide for the community. Pleased that **Lloyds was helping at a local level**”

Lloyds Bank | Newspaper | Very positive | No difference | Neutral

talking about **mental health** issues and saying they are there to help positive

Lloyds Bank | TV | Neutral Slightly more likely to choose



Lloyd’s saying they were in partnership with mind for **mental health** week positive

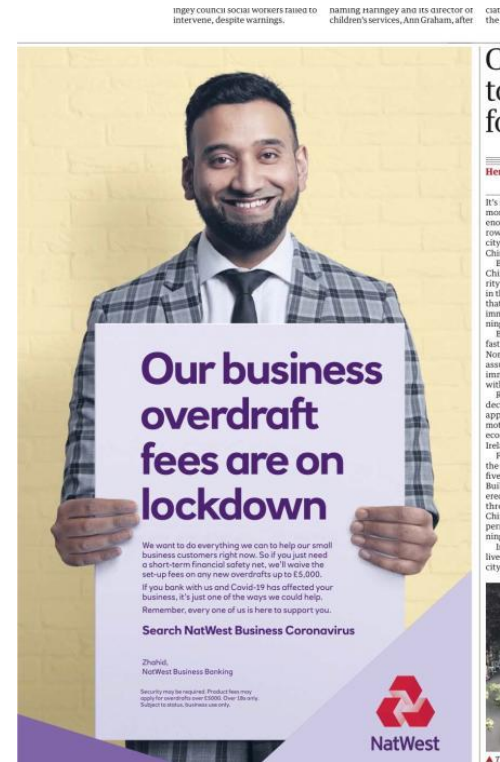
Lloyds Bank | TV | Fairly positive | Slightly more likely to choose

# NatWest is there, both for personal customers and businesses



“It was a prominent full page advert in the Observer. It promised fee free overdrafts up to £500 for personal account customers. Pleased that NatWest are offering some financial help to its customers.”

NatWest | Newspaper | Fairly positive | No difference | Fairly Irrelevant



“I was reading the Guardian on my iPad when I saw the ad. It was large & stood out well. My eyes were drawn to it. It made me happy that NatWest was supporting small businesses through the crisis.”

NatWest | Newspaper | Fairly positive | No difference | Very Irrelevant

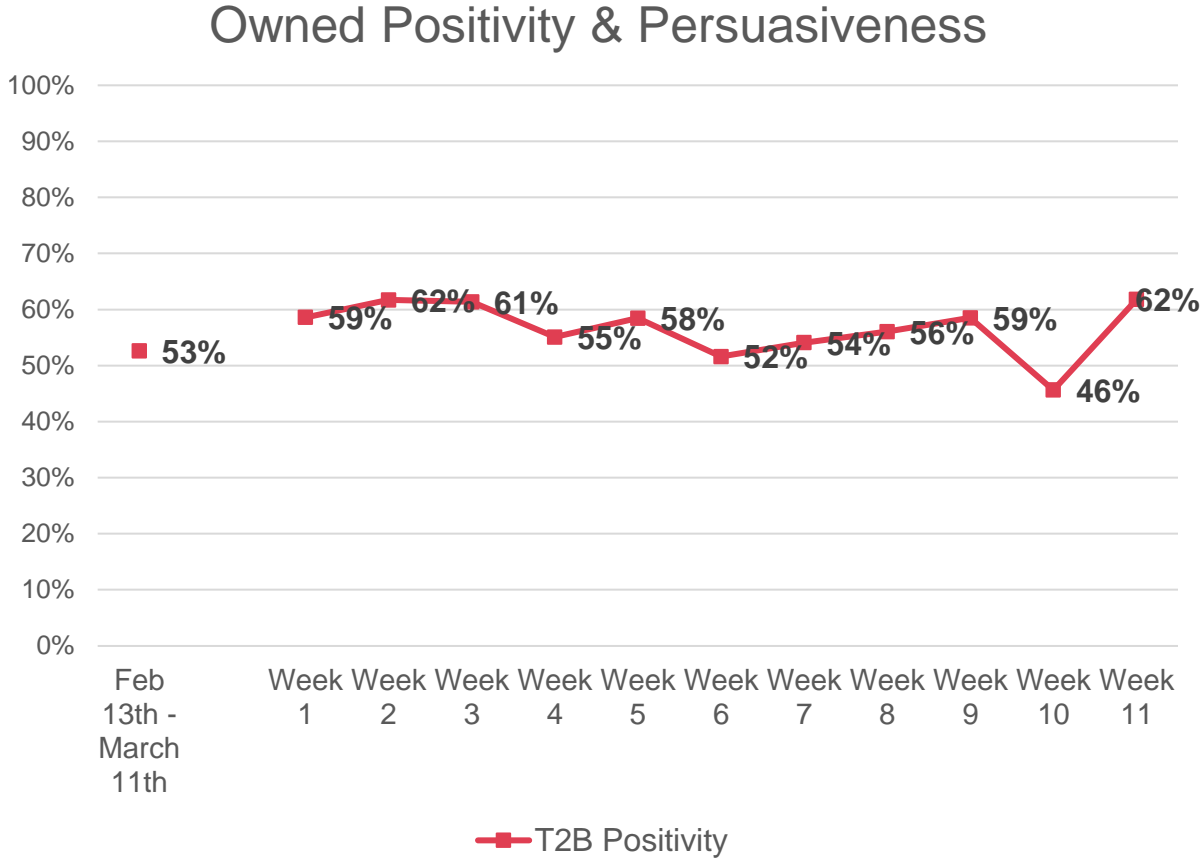
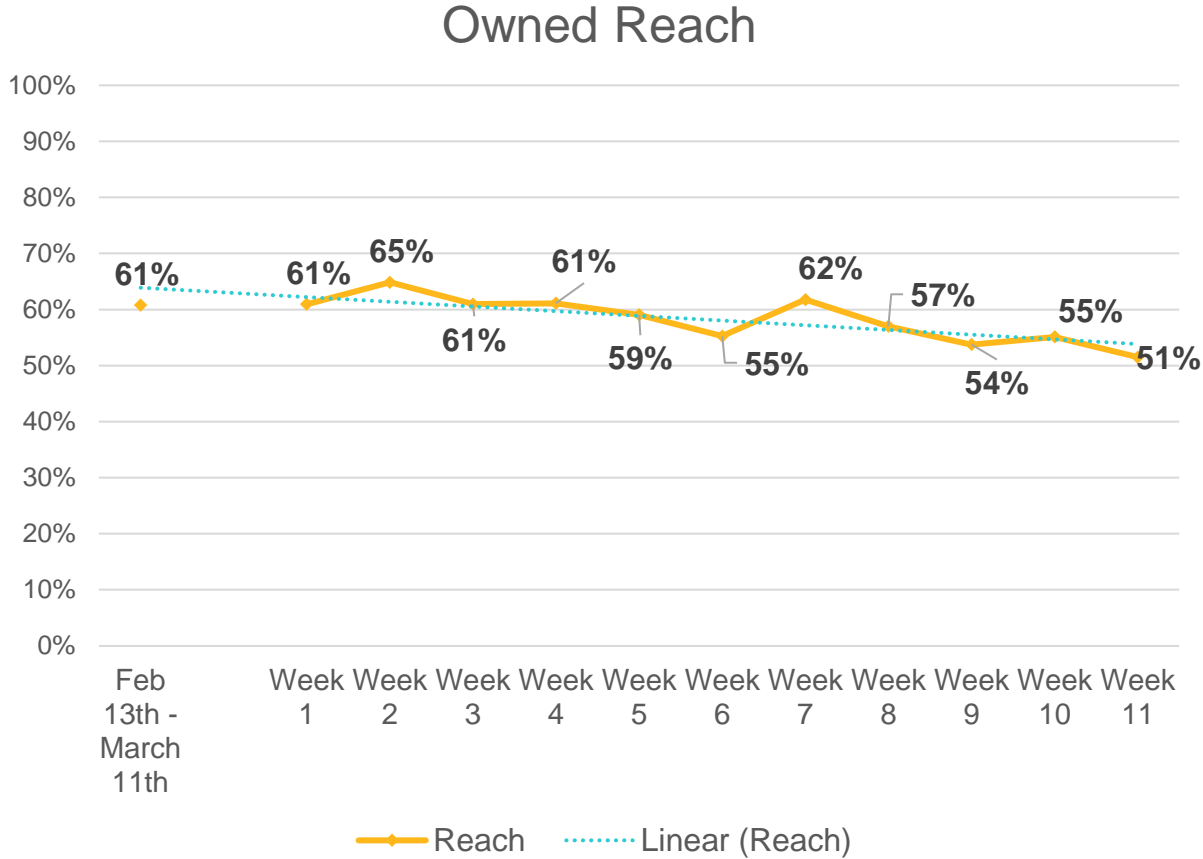
# Stay close to your customers

We are seeing a sustained decline in banks reaching customers through their owned channels – this is a watch out.

Owned touchpoints are vital to improve and maintain consideration.

Utilise channels such as email and direct mail to stay close to your customers.

# Owned channel reach has been on continual decline. Those who do have an owned channel experience rate them well



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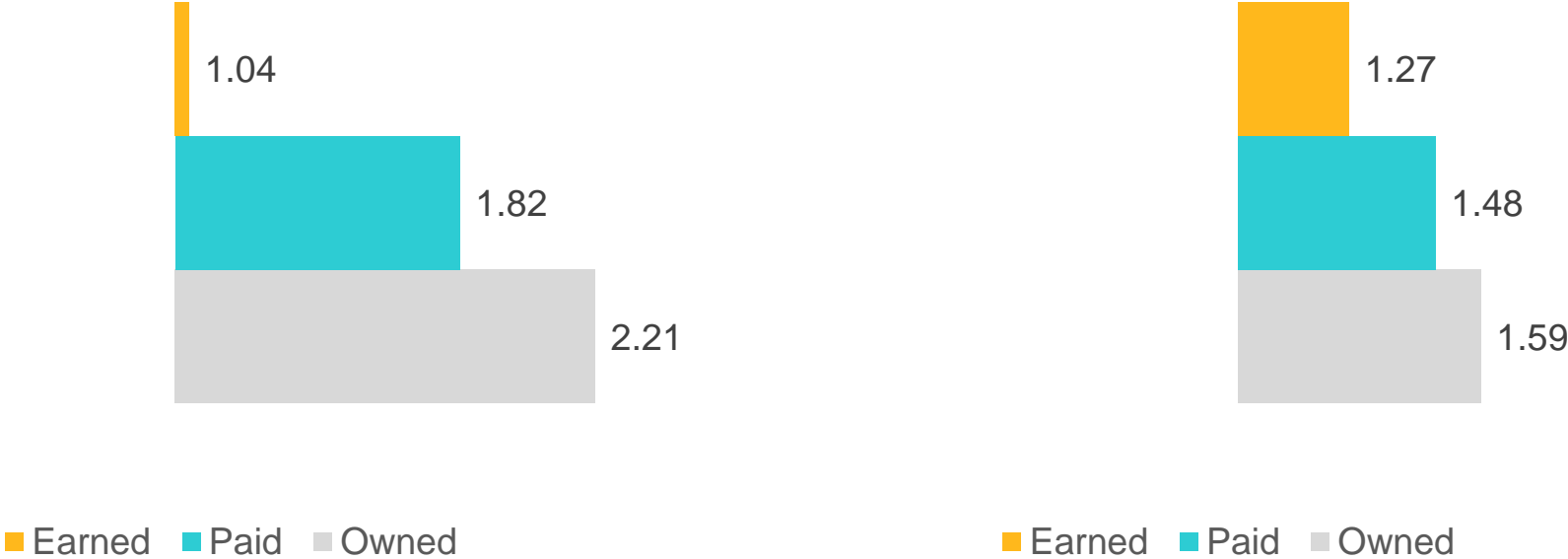


# Owned experiences have the highest impact on brand consideration, both for keeping up consideration as well as improving it

Odds Ratio Impact – Maintain

Odds Ratio Impact – Improve

Brand consideration [Top 2 box]

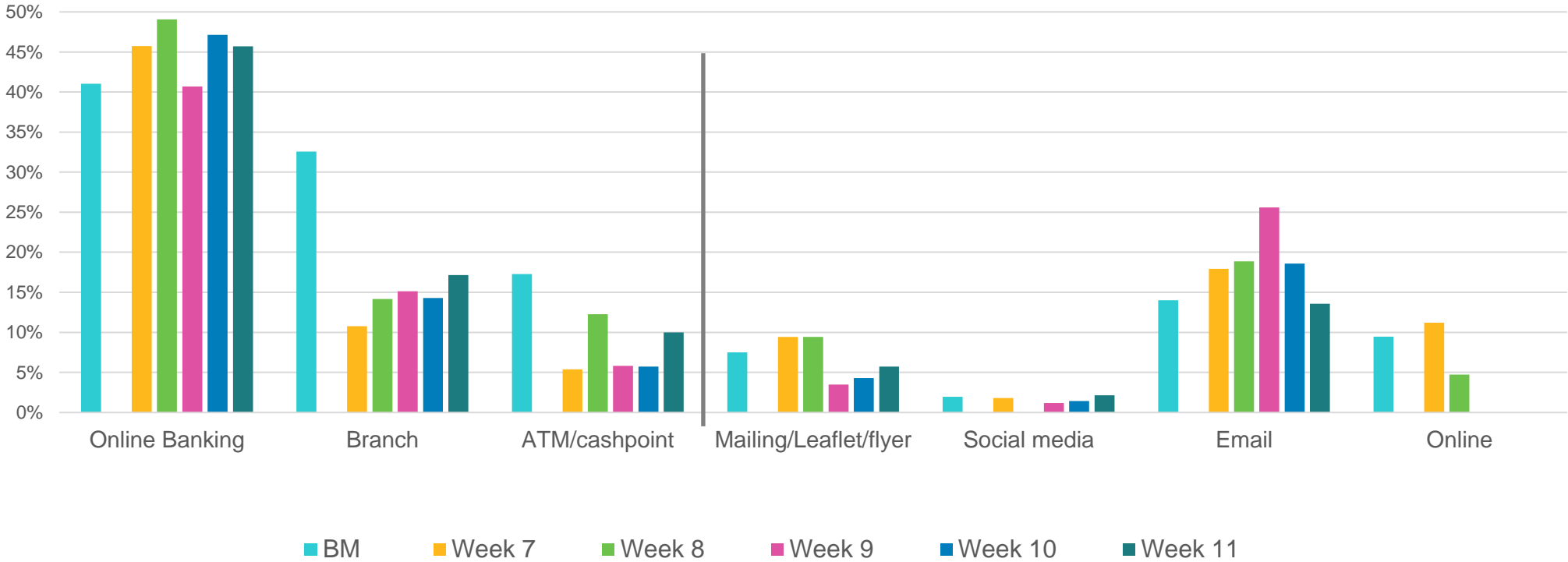


Experience Maximizer



# With branch and ATM experiences still limited, email, mail and social media offer routes to maintain a presence with customers

Owned Touchpoint Reach



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# Simple gestures in Owned channels can go a long way

*“Email from HSBC introducing HSBC Connect, a newsletter to help customers during lockdown. It contained entries about Live Chat, Celebrate your local hero, Sharpen your money skills and Taking the stress out of everyday banking. [...] I think any help from the bank in these difficult times is to be applauded. It gives me a really good feeling about my bank. HSBC, I love you!”*

HSBC | Email | Very positive | Much more likely to choose | Very relevant

*Generally good. It was an update from the bank with regards to account [...] Felt positive and being looked after by the bank*

Halifax | Email | Fairly positive | Slightly more likely to choose | Very relevant

*An email explaining the steps taken to support people during the covid 29 pandemic. It made me feel I am being looked after and help is there if I need it.[...] Very pleased that the bank is considering the needs of people like me.*

HSBC | Email | Very positive | Much more likely to choose | Very relevant

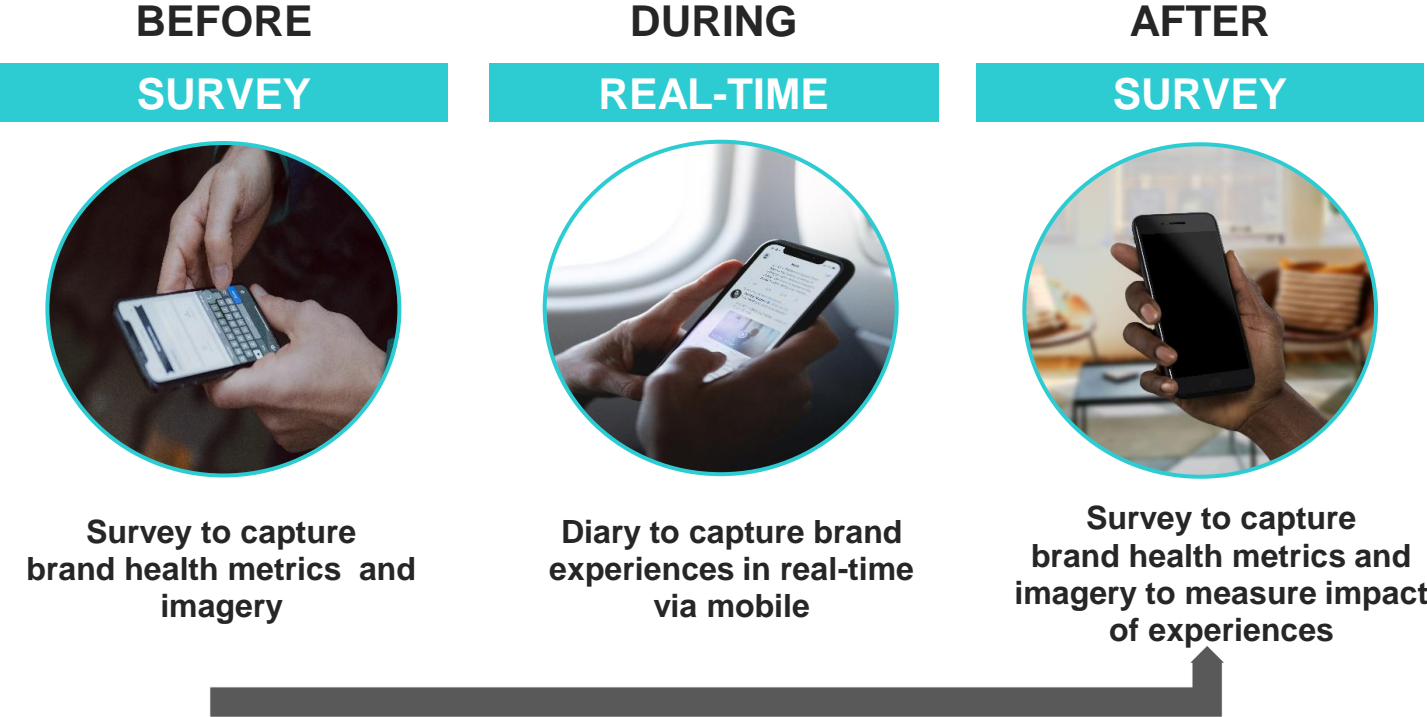
Consider leveraging owned channels to reach customers in order to maintain and strengthen relationships.



# APPENDIX

UK 

# Real-time Experience Tracking (RET): Methodology



Experience Maximizer to identify touchpoint impact

“A new tool radically improves marketing research.”





MESH Experience is a data, analytics and insight company working with Fortune 500 organizations, like Delta Air Lines and LG Electronics. We believe that brands today should take an Experience Driven Marketing approach, looking through the eyes of the customer to understand all paid, owned and earned brand encounters. Our proprietary methodologies, datasets and models help us give clients faster and better advice on how to optimize their marketing investment. Real-time Experience Tracking (RET) was described by Harvard Business Review as “a new tool (that) radically improves marketing research

**MESH**  
Experience

