

MESH

Experience

US Retail Banking Coronavirus
Weekly Insights
Week end 22 May 2020



**Help customers
manage money in
the near and long
term.**

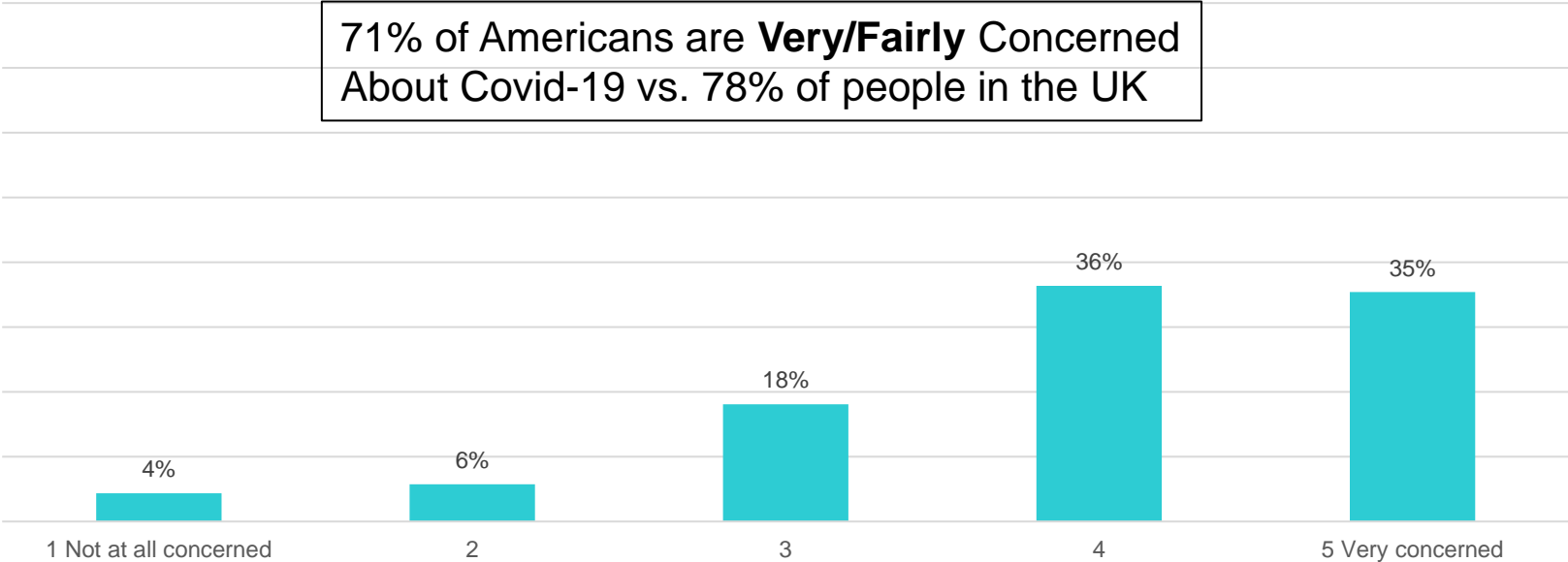
71% of Americans are concerned about the Coronavirus pandemic.

With rising prices, lower pay checks and diminishing returns on their savings and retirement accounts, there is an opportunity for banks to play an important role in helping customers to manage their money.

Worries over the pandemic still linger with the majority of the population at least somewhat concerned.

How do you feel about the ongoing COVID-19 (Coronavirus) pandemic?

71% of Americans are **Very/Fairly** Concerned About Covid-19 vs. 78% of people in the UK



Source: MESH Experience Retail Banking Study
Base: n=503
2020 Week 1: 5/14 – 5/21
Question:How do you feel about the ongoing COVID-19 (Coronavirus) pandemic?



Main concerns include the price of food, inflation, deteriorating investments and losses to retirement accounts.

“I think we are all affected. Even people who have not lost their income or jobs, the **price of food** is getting more and more expensive. Online retailers are no longer offering free shipping.”

“I expect **inflation** to increase dramatically because of the stimulus spending, and that will negatively impact the value of my savings.”

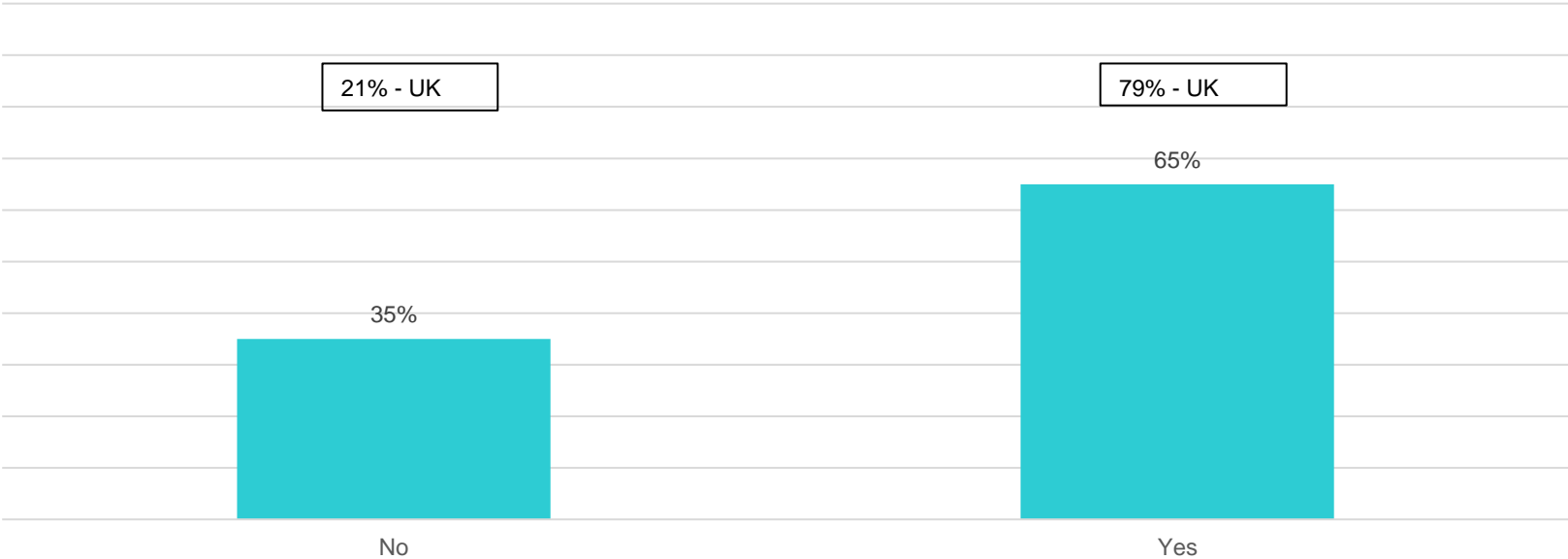
“Being retired I’m concerned all this spending will reduce my Social Security and has **caused 20% drop in my retirement 401k accounts**. I do not get a pension.”

“I’m a retired police officer on a defined benefit CalPERS pension. My pension is still linked and dependent upon the City where I worked which is experiencing ongoing fiscal problems. Should COVID-19 cause a recession my **pension could be in jeopardy**.”

“Already has, my salary was reduced by 10% and our **investments have gone down** dramatically.”

However, 65% of banking customers believe banks are in fact doing enough to help during the pandemic.

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



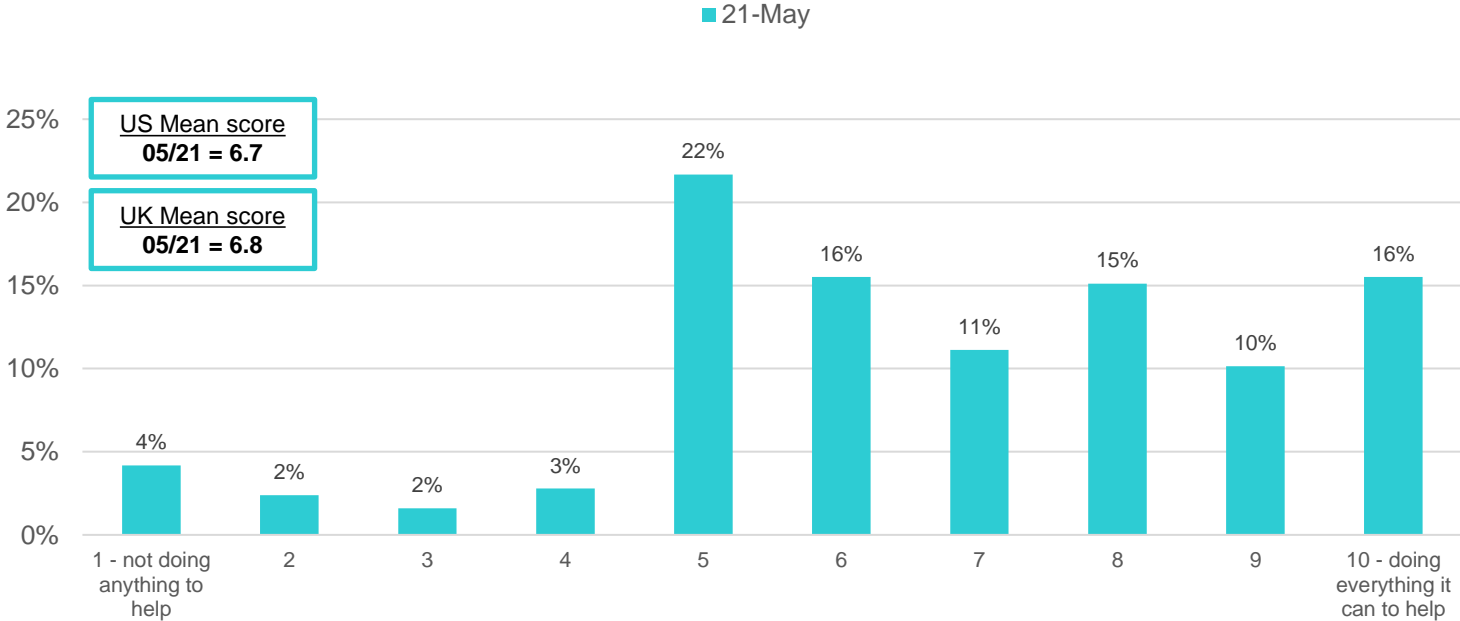
Source: MESH Experience Retail Banking Study
base responses n=503
2020 Week 1: 5/14 – 5/21

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



While generally customers believe banks are doing enough, 33% still don't feel that *their* bank is doing enough to help.

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



Source: MESH Experience Retail Banking Study

Base responses n=503

2020 Week 1: 5/14 – 5/21

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

PRE

M ESH Experience

Although some banks have taken action to help their customers, there is a lack of awareness on exactly how they are supporting.



“Cutting a little slack on **payments** and payment due dates. Of course banks have to meet their obligations also.”

“Banks should be **waiving fees** and offering non-payback loans to longtime and loyal customers.”

“**Deferring loan payments** and giving small business loans.”

“Be creative in **postponing loan payments** without hurting the borrower or the bank. Add missed payments on to the back end of the loan. Be more forgiving or **waive fees** charged for most services.”

“All they are saying is contact us if you need us. **No concrete offers.**”

Source: MESH Experience Retail Banking Study
2020 Week 1: 5/14 – 5/21

Q: What should banks be doing to help customers during the COVID-19 (Coronavirus) pandemic?

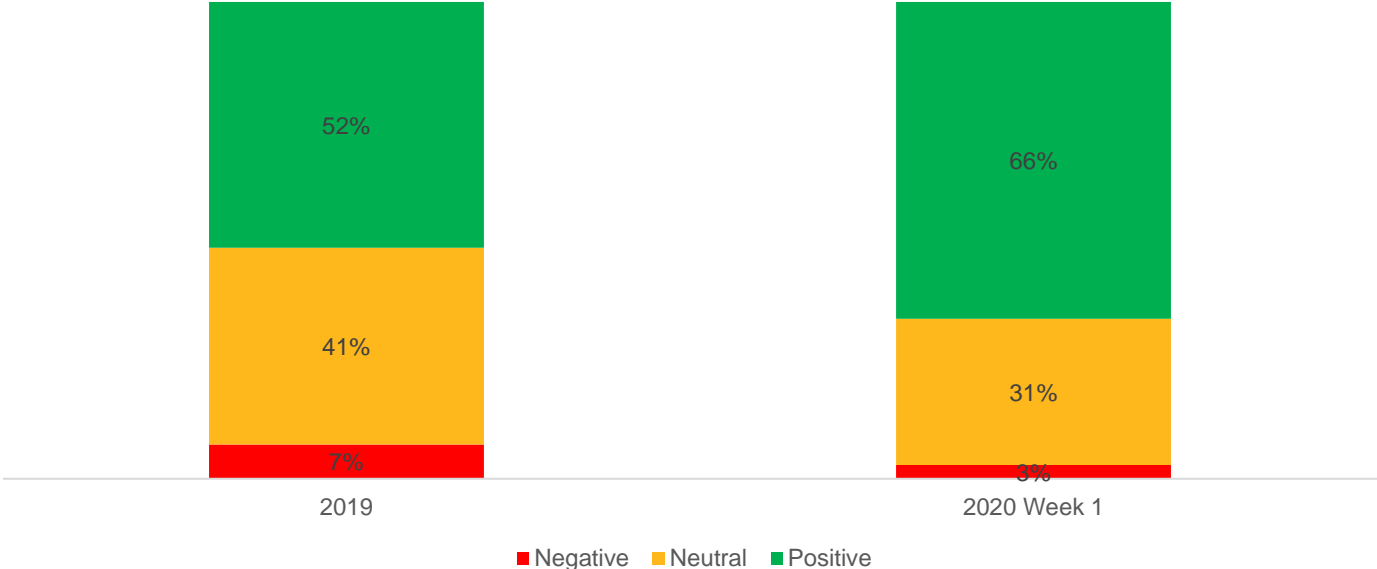
**People are having
more positive
experiences with
banks now vs. last
year.**

Consumers are appreciating messaging and communications that are specific, as well as those demonstrating what banks are doing to help wider society.

Banks should continue to maintain high presence and we are seeing a higher proportion of experiences through TV.

People are having more positive experiences with banks this week vs. benchmarks from a year ago.

Percentage of total bank experiences that are Positive, Neutral and Negative



2019 Base: n= 3149
2020 Week 1 Base: n=173
2019 = May 2019 – July 2019
2020 Week 1: 5/14 – 5/21

Q: How did this experience make you feel? – 5 Very Positive to 1 Very Negative



People appreciate knowing precisely how banks are helping.

Credit Card Protection

“It talked about **protecting your credit card**. They alert you if they suspect fraud. I was happy.”

Capital One / TV / Very Positive / No Difference / Fairly Relevant

Waiving Fees

“The ad was about the steps Wells Fargo is taking in response to the COVID-19 situation. These steps include **fee waivers & payment deferrals, mortgage payment relief efforts** and a page on their website answering frequently asked questions about mortgage and home equity.”

Wells Fargo / Social Media / Fairly Positive / No difference / Fairly Relevant

Low Interest Rates

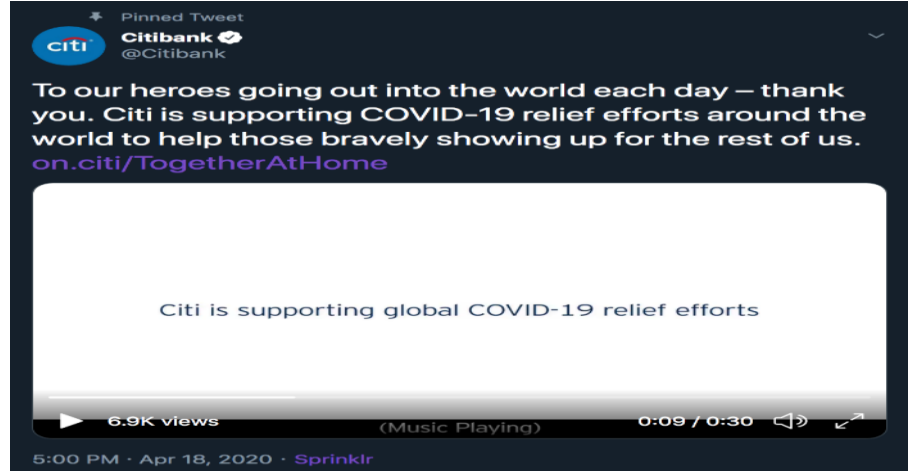
“It was an email geared toward current customers and **offering low interest rates on a loan.**”

Bank of America / Email / Very Positive / Slightly More Likely to Choose / Fairly Relevant

Consumers also want to hear how banks are helping broader society.

Bank of America offers bond to help combat COVID-19

May 18, 2020



“...it stated that they are donating **\$175 million to relief efforts**. Overall, I felt it was an easy to understand ad.”

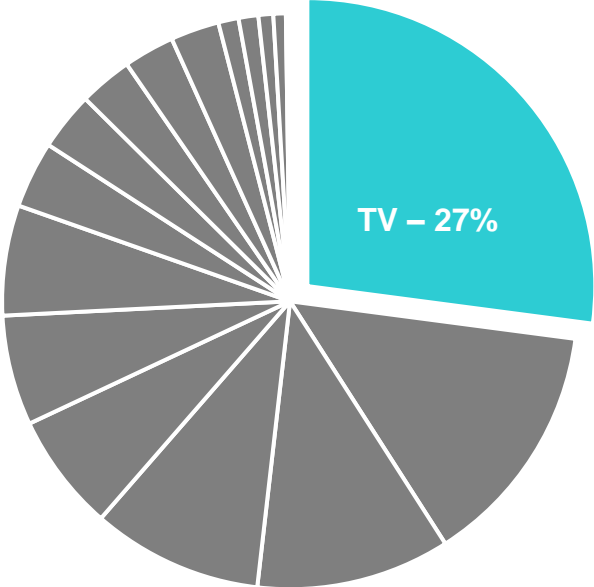
Wells Fargo | Social Media | Fairly positive | No difference | Fairly relevant

"Citibank sent an email message to their customers describing the **additional charitable donations** they will be making to help people get through the crisis."

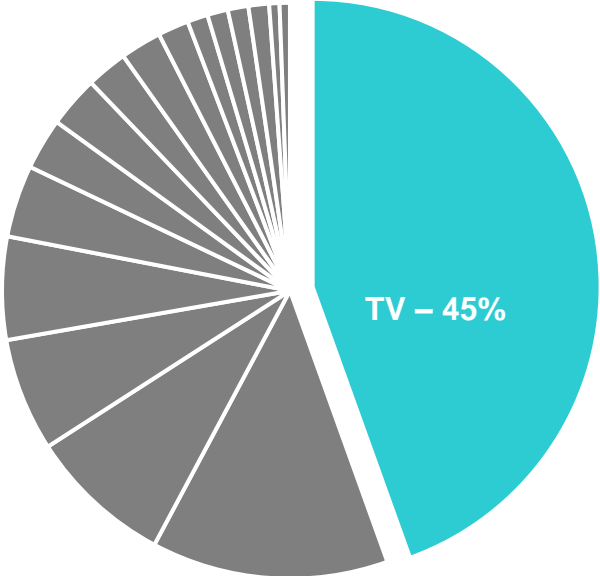
Citibank | Email | Very positive | Much more likely to choose | Very relevant

People are experiencing banks through TV advertising more, compared to this time period last year.

Touchpoint Share of Experiences – 2019



Touchpoint Share of Experiences – 2020 Week 1



High presence can reassure customers



2019 Base: n= 3149
2020 Week 1 Base: n=173
2019 = May 2019 – July 2019
2020 Week 1: 5/14 – 5/21

This week we have noticed Bank of America & Chase prominent on TV.

“Good impression. Was there for us with 200,000 strong with the line tomorrow starts today.

Really quite good "tomorrow starts today" is such a wonderful line.”

Bank of America | TV | Fairly positive | No different | Fairly relevant



“It was a great ad. **Geared toward mobile banking and the convenience of that.**

I thought it was entertaining and got to the point.”

Chase | TV | Very positive | Slightly more likely to choose | Fairly relevant



Be careful: overt selling can be misunderstood

Be aware that people's personal circumstances are changing – job loss, lower income, difficulty paying bills.

Sales messages e.g. credit cards and low offers, can be misconstrued as exploitative.

Lean into helping, rather than selling.

“I generally get emails and postal mail from Capital One trying to get me to sign up for different accounts. **I find it annoying that companies are trying to take advantage of people who lost their jobs.**”

Capital One / Email / Neutral/ No difference/
Neutral

“I think it’s really **disheartening that companies are sending out emails to people who lost their jobs.**”

Bank of America / Email / Fairly Negative /
Much less likely to choose / Very irrelevant

“I was going through the mail when I opened a letter from Bank of America. It was for a **credit loan through a line of credit. Completely irrelevant.** I had no need for it and tossed it.”

Bank of America / Regular Mail / Very
Positive / No difference / Very irrelevant

“I am not interested in getting a credit card. I am just happy with a debit card. **Rather annoying.**”

Wells Fargo / Regular Mail / Neutral
/ No difference / Very irrelevant

Source: MESH Experience Retail Banking Study

Base: n=173

2020 Week 1: 5/14 – 5/21

Question: Please describe your experience in as much detail as possible. What happened and what was your overall impression?

Advertising showing how you can help will go far.

“They talked about how they **understand the rough times we are facing now and will work with us to lessen the burden.**”

Wells Fargo | Social Media | Fairly positive | Much more likely to choose | Fairly relevant

“Wells Fargo is posting ads on social media, letting their customers know they are willing to be **flexible with payments, to help them through the crisis.**”

Wells Fargo | Email | Fairly positive | Slightly more likely to choose | Fairly relevant

“I got an email and it reminded me of a product that they have. It is regarding **taking control of your checking account balance by receiving low balance alerts if it becomes low.**”

Wells Fargo | Email | Very positive | No difference | Neutral

“It was an offer to **refinance my mortgage and withdraw the appreciation of my house at the same time.** If I need the money it is definitely something I will consider!”

Bank of America | Email | Fairly positive | Slightly more likely to choose | Fairly relevant

“Spire's ad says that their management knows times are tough, and they want to help people **meet their obligations in any way possible.**”

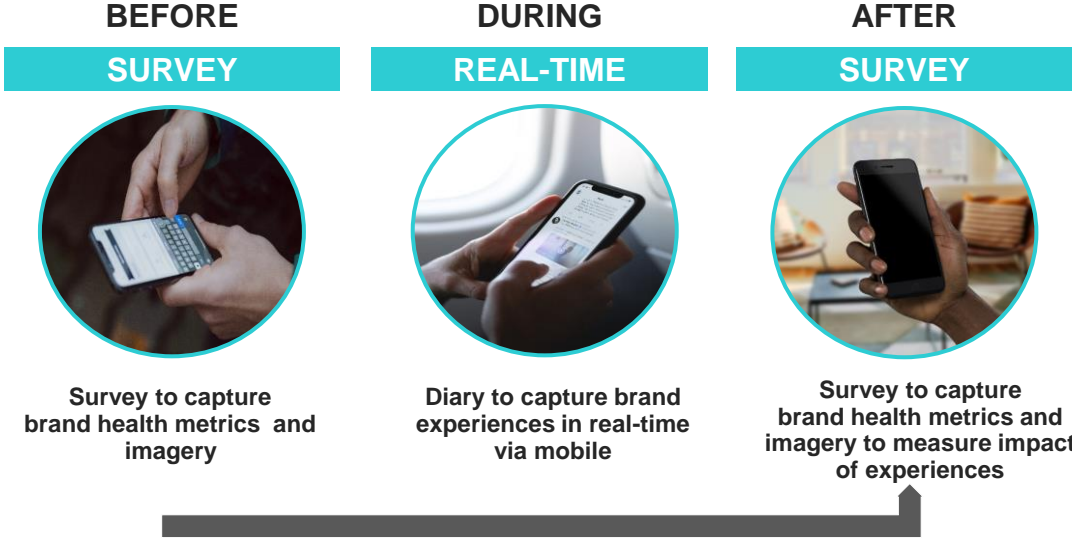
Other | Newspaper | Very positive | Slightly more likely to choose | Very relevant

MESH

Experience

APPENDIX

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

M ESH
Experience

