Every month MESH Experience captures thousands of retail banking experiences from hundreds of people - in real time. From branch, to online, to news, to ads, and much more – every touchpoint is covered. Based on research amongst 5,000 people per year, covering over 20,000 experiences across all major brands, this is the only source of insight we know that covers the reality of the banking customer’s world in its full context.

**Tracking the metrics that matter – as they happen**

**Powerful and practical**

Real-time Experience Tracking (RET) was described by Harvard Business Review as “a new tool (that) radically improves marketing research.”

**Share of Experience**

Widely known as SOE, this includes all Paid, Owned and Earned experiences (versus Share of Voice – SOV – which only includes Paid media that marketers push out). SOE correlates more strongly with market share than SOV.

Do you know if your SOE is where it should be? And if it isn’t, do you know what to do about it?

**Experience Reach**

It is important to know how many people are noticing and interacting with your brand and competitors each week and through which media channels. This enables marketers to compare the true reach of their paid media with owned and earned.

Do you know the relative reach of your mobile banking app versus your competitors?

**Experience Impact**

The quality of experiences directly impacts on their effectiveness.

Across studies, MESH has proven that a positive experience has around 3 times the impact on brand consideration compared with a neutral experience. The same is true in retail banking.

Do you know the true impact of your experiences on consideration and trust?

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**Overview: the 2017-18 retail banking landscape**

<table>
<thead>
<tr>
<th>Brand</th>
<th>SoE</th>
<th>Reach</th>
<th>Positivity (T2B)</th>
<th>Persuasiveness (T2B)</th>
<th>Commentary</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>All</td>
<td>All Paid</td>
<td>All</td>
<td>Paid</td>
<td>All</td>
</tr>
<tr>
<td>Barclays</td>
<td>14%</td>
<td>35%</td>
<td>18%</td>
<td>51%</td>
<td>56%</td>
</tr>
<tr>
<td>Halifax</td>
<td>12%</td>
<td>33%</td>
<td>20%</td>
<td>57%</td>
<td>56%</td>
</tr>
<tr>
<td>Lloyds</td>
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<td>32%</td>
<td>20%</td>
<td>56%</td>
<td>58%</td>
</tr>
<tr>
<td>Santander</td>
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<td>25%</td>
<td>12%</td>
<td>55%</td>
<td>51%</td>
</tr>
<tr>
<td>Nationwide</td>
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<td>25%</td>
<td>15%</td>
<td>59%</td>
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</tr>
<tr>
<td>NatWest</td>
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<td>22%</td>
<td>11%</td>
<td>52%</td>
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<tr>
<td>HSBC</td>
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<td>10%</td>
<td>48%</td>
<td>48%</td>
</tr>
<tr>
<td>TSB</td>
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<td>13%</td>
<td>9%</td>
<td>61%</td>
<td>60%</td>
</tr>
<tr>
<td>first direct</td>
<td>3%</td>
<td>10%</td>
<td>6%</td>
<td>57%</td>
<td>48%</td>
</tr>
</tbody>
</table>

Learn why Barclays leads the field in Share of Experience but underperforms on the positivity of brand encounters.

Discover what makes encounters with TSB paid media touchpoints so positive.

Compare metrics across 20+ retail banks in England and Wales to understand how the challengers have been performing over the last 12 months.

Brands covered in the report:

Selected highlights

Paid Media
Despite retail banking having gone through significant technological changes resulting in shifts to online banking and marcomms, TV remains a highly important channel for creating positive brand experiences. Learn which campaigns worked best on TV and which succeeded through other channels in the real world.

Owned Media
Branch closures continue as technology advances, yet the branch is one of the most potent owned assets banks have. They are not just service points and showrooms, they are potentially so much more. Learn how to grow the impact of the branch network, whilst maximising the banking app experience as a marketing and brand touchpoint.

Earned Media
The retail banking industry is still suffering from the fall-out of the last financial crisis, with news media hungry for negative stories to share. In this atmosphere of low trust, WOM offers some of the most positive and impactful experiences. Learn how to create it - and learn how to manage paid media against a backdrop of negative news.

The touchpoints that make a difference
We analyse the relative power of Paid, Owned, and Earned media. Which touchpoints have most impact, and why?

Brand experience in context
Our report highlights the winners and losers in terms of experience. Which banks are best in class, and why?

Uncover the hidden drivers
Our Experience Maximizer™ analysis creates an impact score called an Odds Ratio. For example, certain paid media have a better than 2x effect on creating new consideration for retail banking brands. We analyse the hidden impact of touchpoints on key metrics such as trust, too, helping banks make smarter decisions about media investment.

Learn why and how Owned media builds consideration for prospects.
The why behind the what

And it’s not just about measurement. RET captures in the moment commentary from participants allowing deep dive into the rich customer stories behind their assessment of experiences. Our report comes with real stories from real people, illustrating the feelings behind the ratings – for example, during the TSB IT migration issue.

In summary

If you want to get a complete view of the market in one place, benchmark your bank against competitors, understand what drives key brand metrics, look at paid media alongside owned and earned, and gain ideas for Best in Class use and execution of touchpoints, then this report is for you.

- Deep dive into the whats and whys of every major UK retail banking brand. What are your competitors doing well – or less well? How do their experiences compare, through the eyes of customers and prospects?

- Learn about the hidden impact of touchpoint brand experiences in isolation and in combination.

- Discover whether, when, and how banks should be using TV advertising in a world undergoing deep and rapid technological change.

- What messages can you successfully land and what are best avoided? What channels work best for categories of messaging – product, brand, switching, and so on?

- What campaigns cut through most engagingly, and why? What can we all learn from these campaigns?

- Know when you should cut your advertising during periods of negative news and when to change messaging through wear-out or apathy.

- Do’s and Don’ts from a year where negative earned news reached almost one in ten people: the implications for managing messaging in a crisis.

- People talk a lot about trust. But what does it really mean? Is trust worth investing in? How can you create it? Which banks are leading the way?

- How well does sponsorship work in affecting brand consideration? What is best practice for retail banks?

- If mobile apps are transforming people’s lives, how can you communicate within the app environment without undermining the experience?

- With banking real estate continuing to be under pressure from cost control and online banking, what is the role of the branch? What is best practice, and what is potentially new and innovative opportunity?

- How do banks balance the shift to online with maintaining the all-important human touch?

- Digital and social media marketing: effective or overclaimed?

- Which challenger banks are starting to make an impact, and why?
The Real-time Experience data
800+ pre-stage survey respondents monthly.
400+ experience diary participants.
2,000 recorded experiences monthly, ongoing.
Annual analyses based on 5,400 experience diarists and 23,000 experiences.
Nationally representative within England and Wales amongst UK current account holders, aged 18+
Reflecting age, income, socioeconomic group and current account share across brands.

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Digestible C-Suite headlines and take-outs
How RET works, and the issues it addresses
Awareness, consideration, brand image
Summary of all brands’ experience KPIs
Aggregate, and Paid/Owned/Earned
Positive and negative reach
Evolution of KPIs through the year
Analysing the types of brand experience
Deep dive into campaigns and marketing
Branch, online, servicing, and more
News, word of mouth, social, and more
All the do’s and don’ts across touchpoints
The implicit influences on consideration
Highlights and lowlights for each bank brand
For retail banking in 2018 and beyond

All the detail charts you could want, including age, gender, income, socioeconomic group, and sub-touchpoint analyses
Sample breakdowns and RET questionnaires

What you get
Executive summary
Infographic overview
PDF report (analysis and implications)
PDF presentation deck (150+ pages of analysis)

Publication date: 30th June 2018
Report price: £25,000 (+ VAT)
To buy this report, please get in touch with Fleur Evans, Global Marketing Director
CALL: Fleur Evans +44 (0) 7408 806 528
EMAIL: fleurevans@meshexperience.com

About MESH Experience
MESH Experience is a data and analytics company working with Fortune 500 and FTSE 100 organizations.

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 optimise their marketing investment.

You can find us online at www.meshexperience.com.