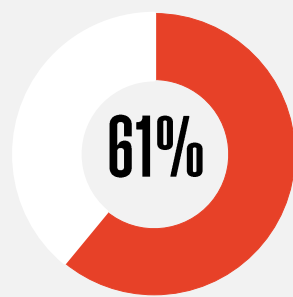
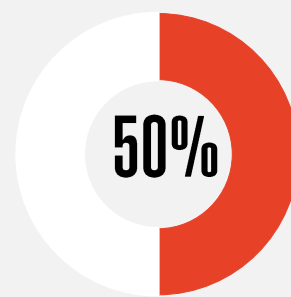


LIFE AFTER COVID-19 BANKING SECTOR

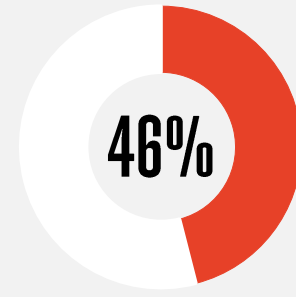
OF THE UK POPULATION...



Feel positive about their lives



Rate their own personal wellbeing as 'Good or Very Good'



Are not satisfied with the state of their finances

DURING COVID-19

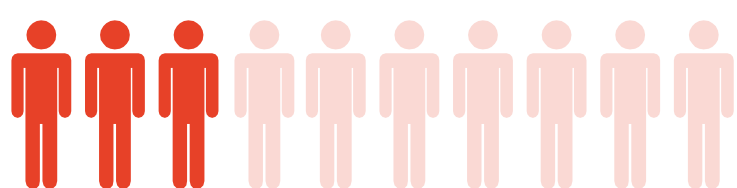
73%

say **improving their own or family's financial health** is a top priority for the next year.

Since the crisis saving/investing has become **more important** as well as...

3 IN 10 SAYING

- Helping family financially
- Becoming debt free
- Home improvements



But the following aspects of life are being **deprioritised and have become less important**:

- Buying a car
- Having children
- Borrowing / taking out loan
- Getting married / divorced
- Moving / buying homes



But, when it comes to booking a holiday the nation is split with:



POST COVID-19

53%

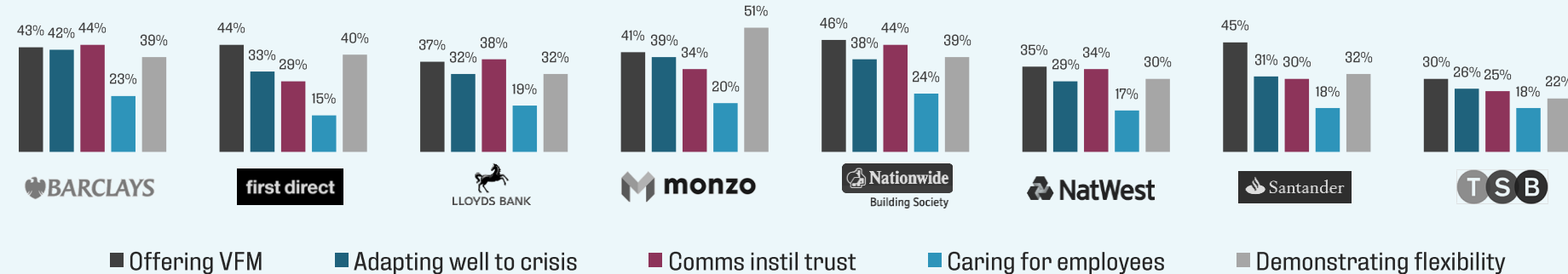
think businesses will **need to change** the way they operate

4 in 10 UK consumers believe in order **to stay competitive and relevant** banks will need to focus on:

1. Employee wellbeing
2. Reviewing their pricing structure
3. Communications with customers



But how well do banks currently do on:



Consumers want to hear about how providers will...

- Maintain financial stability
- Help the country
- Help consumers save more money



In addition, **1 in 4 employees** say communication can help to impact positively on their wellbeing, by organisation's focusing on:

- Frequent contact
- Ongoing updates and information
- Being honest and transparent



HOW BANKS CAN BUILD BRAND RESILIENCE?

KEY INSIGHT

1 73% of the UK population say improving their own or their family's financial health is a top priority for the next year. And since the crisis, saving/ investing, helping family financially and becoming debt free has become significantly more important for many.

2 Employee wellbeing is key to staying competitive and relevant. Currently almost half (47%) of employees in the sector feel financial concerns and concerns about loved ones are having the biggest impact on their wellbeing.

3 UK consumers want to hear about how banks will maintain their financial stability, help the country in time of difficulty and help consumers save more money.

ACTION

Revisit how your position on saving / investment plans built around not only individual but family needs. How can people help others whilst still achieving their own financial goals? How can you best take advantage of the shifting needs in the market?

Review your employee benefits to ensure financial guidance is meeting employees current needs. Take a quick feedback survey amongst employees to understand how effective your internal communications are.

Open and transparent communication is a must. There's an opportunity to build trust in the sector by demonstrating social impact. Revisit your communications strategy to align it to consumer values and expectations.

The **ENGINE** tracker is designed to revolutionise your businesses future; based on results from a nationally representative sample, helping you to understand your customers and brand right now.

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