Digital Channels: What's the Cap or Preferred Way to Interact

Visuals

Disbursement Preferences Don't Always Match Reality

Voice-Activated Banking: Gaining Consumers' Attention

Perception of Voice Banking Benefits Rising

Opinions Toward Using Voice Activation for

- Make life easier: 45%
- Help monitor finances: 28%
- Schedule flexibility: 36%
- Free up my hands: 40%
- Check the weather: 65%
- Set an alarm: 68%
- Ask a question: 53%
- Possible to use voice activation to check
  - A check: 32%
  - A bank account balance: 38%
  - Withdraw: 25%
  - Deposit: 30%
  - Perform checking transactions (e.g., pay a bill, make a purchase): 61%
  - Perform savings transactions (e.g., transfer funds, check savings account): 44%
  - Perform investment transactions (e.g., check a mutual fund): 11%
  - Access personal financial information: 22%
  - Check retirement accounts: 21%
  - Access accounts for loved ones: 29%

Disbursement Preferences Don't Always Match Reality:

- Most preferred method of receiving gig work is by paper check, but only 31% want to receive gig work by paper check:
  - Gig work received: 28%
  - Gig work preference: 30%

- Most preferred method for electronic disbursements for gig work is by direct deposit, but only 57% prefer direct deposit:
  - Gig work received: 57%
  - Gig work preference: 68%

Voice-Activated Banking: Gaining Consumers' Attention:

- 51% of internet users say they have received gig jobs or side-hustle income via paper check, but only 21% want to receive gig work by paper check.
- 47% of internet users say they have received gig jobs or side-hustle income via direct deposit, but only 61% prefer direct deposit.

Perception of Voice Banking Benefits Rising:

- Top Drivers of Voice Banking: Benefits Rising
  - Make life easier: 51% in 2019, 47% in 2018, 41% in 2017
  - Help monitor finances: 53% in 2019, 44% in 2018, 37% in 2017
  - Schedule flexibility: 40% in 2019, 34% in 2018, 29% in 2017
  - Free up my hands: 34% in 2019, 30% in 2018, 25% in 2017

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