

Banking on the future

Banking in the background

Demand for invisible payments is increasing.

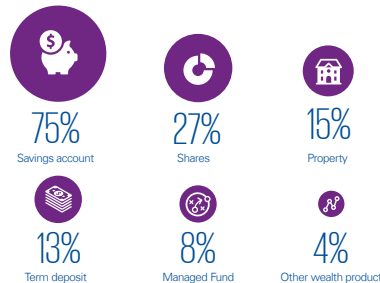
Gen Y professionals' fast-paced, time poor lifestyle is increasing demand for faster, more convenient payment methods.



The relevance of wealth management and financial advice

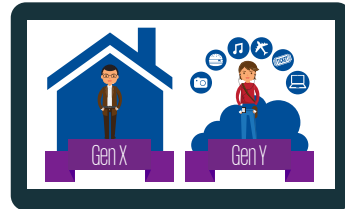
The focus on saving, rather than investment, has continued, with the vast majority of Gen Y professionals using savings accounts as their primary investment tool.

Investments held by Gen Y professionals



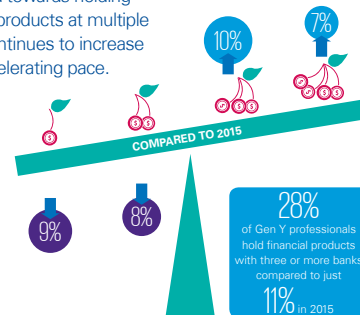
Spending habits: #YOLO (You only live once)

Gen Y professionals are prioritising spending on luxury items, experiences and travel more than Gen X whose spending habits are influenced by home ownership.

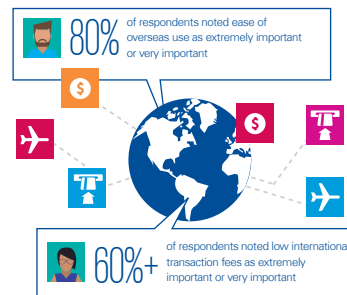


Cherry picking is on the rise

The trend towards holding financial products at multiple banks continues to increase at an accelerating pace.



A bank that travels



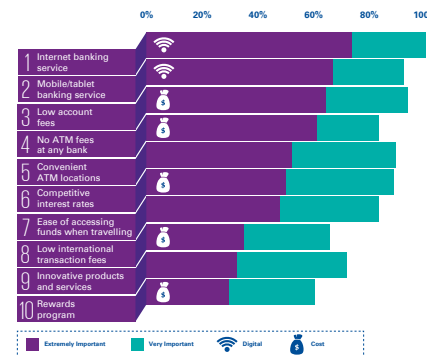
Digital remains king

Mobile and tablet banking has risen to number 2 in the most valued attributes of a bank, with internet banking service retaining the top spot.



Digital and cost related benefits dominate

7 of the top 10 most valued attributes of a bank for Gen Y professionals are digital and cost related.



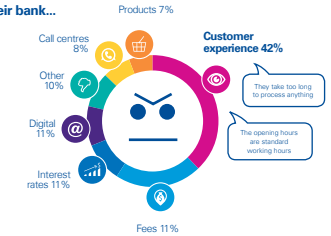
Worker by day, entrepreneur by night

Over 50 percent of our focus group participants indicated that they consider themselves to be entrepreneurs, with many of them already owning or planning to start their own business.

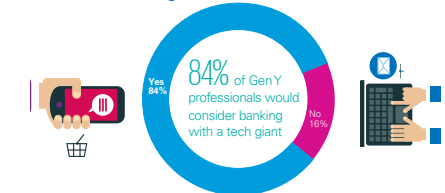


The next frontier: banking with tech giants

Customer experience is Gen Y professionals' biggest pain point with their bank...



... which is driving them to consider alternatives



The Gen Y Ten Commandments

