

2019 Federal Reserve Mobile Financial Services Survey



FEDERAL RESERVE BANK of CLEVELAND



FEDERAL RESERVE BANK OF MINNEAPOLIS



Please complete this survey to help us better understand your organization's mobile banking and payment initiatives and services. Your responses will enable us to give you a detailed description of mobile banking and payment activities at financial institutions within our region and across the U.S. Your responses will be confidential and consolidated at the district level. No individual financial institution data will be reported.

Your financial institution's participation is voluntary and we thank you in advance for taking the time to complete this survey.

Section 1: Respondent Profile

1. Financial institution name: _____
2. ABA number: _____
3. Contact name: _____
4. Contact title / department: _____
5. Email: _____
6. HQ State: _____

Section 2: Financial Institution Description

7. Please indicate your financial institution type:

- Bank
- Credit Union
- Other: (please specify) _____

8. What is your FI's asset size?

- < \$50 million
- \$50-\$100 Million
- \$100 Million to \$250 Million
- \$250 Million to \$500 Million
- \$500 Million to \$1 Billion
- > \$1 Billion

Section 3: Retail Mobile Banking

Please refer to the definition below for questions in the **MOBILE BANKING** section:

MOBILE BANKING is the use of a mobile phone to connect to a financial institution (FI) to access bank/credit account information (e.g., view balance), transfer funds between accounts, pay bills, receive account alerts, locate ATMs, deposit checks, etc.

9. Do you currently offer or plan to offer mobile banking to retail customers?

- Currently offer
- Plan to offer within 2 years
- Do not plan to offer*

*If you do not plan to offer mobile banking, proceed to Q28.

10. How do you offer retail customers access to your mobile banking services? (Check ALL that apply)

- Mobile app
- Mobile-optimized website
- Website not optimized for mobile browser

11. Which of the following mobile banking features do you currently offer or plan to offer? (Check ALL that apply)

Mobile Banking Feature	Currently offer	Plan to offer	No plans to offer
View account balances	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
View account transaction history	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ATM/branch locator	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bill payment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transfer funds between same owner's accounts within your FI	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transfer funds between same owner's accounts at different FIs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bill presentment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
View credit card balances, statements and/or transaction history	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Initiate cross-border remittances	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. Do you currently offer or plan to offer **mobile remote deposit capture (RDC)**?

- Currently offer
- Plan to offer within 2 years
- Do not plan to offer*

*If you do not plan to offer mobile RDC, proceed to Q14.

13. Which of the following mobile RDC features do you currently offer or plan to offer? (Check ALL that apply)

- Auto-capture function
- Consumer guidelines (e.g., recommended paper check hold time)
- Standard deposit limits (e.g., daily, monthly)
- Customizable deposit limits
- Real-time deposit confirmation
- None
- Other:(please specify)_____

14. Do you currently offer or plan to offer **mobile person-to-person (P2P)** payment services?

- Currently offer
- Plan to offer within 2 years
- Do not plan to offer*

*If you do not plan to offer mobile P2P payment services, proceed to Q18.

15. What mobile P2P payment services do you currently offer or plan to offer?

Mobile P2P Payment Services	Currently offer	Plan to offer	No plans to offer
Zelle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fiserv Popmoney	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FIS PeoplePay	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jack Henry iPay	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (Please specify)_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16. What percentage of your customers used your mobile P2P payment services in the last 12 months?

- <5%
- 5-20%
- 21-35%
- 36-50%
- >50%
- Do not track data

17. Please select the response that best reflects your mobile P2P transaction volume over the last 12 months:

- Increased over 10%
- Increased 5-10%
- Increased up to 5%
- No increase
- Don't know

18. Do you currently offer or plan to offer any cardless ATM features via your mobile banking app? (Check ALL that apply)

- Use mobile NFC contactless feature to login/authenticate at the ATM in place of debit card
- Use mobile QR code to login/authenticate at ATM
- Unlock door to kiosk with mobile device
- Set up cash withdrawal transaction prior to getting to ATM
- None
- Other: (please specify) _____

19. Do you currently offer or plan to offer the following mobile features? (Check ALL that apply)

Mobile features	Yes	No*
Enroll for mobile banking using a mobile device (mobile enrollment)	<input type="checkbox"/>	<input type="checkbox"/>
Open accounts over mobile device (mobile account opening)	<input type="checkbox"/>	<input type="checkbox"/>
Single sign-on/authentication credentials for online and mobile services	<input type="checkbox"/>	<input type="checkbox"/>
*If you answered "No," please explain why (e.g., too risky, too complicated, etc.):		

20. What types of mobile alerts do you currently offer or plan to offer? (Check ALL that apply)

- Bill payment due
- Card purchase exceeding preset limit
- Credit payment confirmation
- Funds transfer completed
- Insufficient funds
- International purchase with card
- Low balance
- Online purchase (card-not-present) transaction
- None
- Other: (please specify) _____

Mobile Banking Adoption

21. What percentage of your retail customers are ENROLLED in your mobile banking services?

- <5%
- 5-20%
- 21-35%
- 36-50%
- >50%
- Do not track data [Please answer Q21a]

21a. Please indicate why you do not track customer enrollment data for your mobile banking services? (Check ALL that apply)

- Customer volume too low
- Data not provided by processor (e.g., fee based)
- Do not have the technology, tools or staff to track the data
- Do not see value in tracking the data
- Plan to track customer use data within 12 months
- Other: (please specify) _____

22. What percentage of your enrolled customers USED your mobile banking services in the last 90 days?

- <5%
- 5-20%
- 21-35%
- 36-50%
- >50%
- Do not track data [Please answer Q22a]

22a. Please indicate why you do not track customer usage data for your mobile banking services? (Check ALL that apply)

- Customer volume too low
- Data not provided by processor (e.g., fee-based)Do not have the technology, tools or staff to track the data
- Do not see value in tracking the data
- Plan to track customer use data within 12 months
- Other: (please specify) _____

23. What do you perceive as the most significant barrier that prevents your customers from adopting mobile banking? (Select only ONE)

- Customer security concerns with mobile device
- Customer security concerns with mobile banking app
- Customer data privacy concerns
- Customer banking needs met through other channels
- Customers consider set-up process too difficult
- Customers unaware of mobile banking services (e.g., insufficient marketing)
- Other: (please specify) _____

Mobile Banking Security

24. What mobile security alerts do you currently offer or plan to offer? (Check ALL that apply)

- Password changed
- User ID has changed
- Mobile device not recognized
- Suspicious activity/other fraud monitoring alerts
- None
- Other: (please specify) _____

25. Which card control features do you currently support or plan to support via your mobile banking app? (Check ALL that apply)

- Activate new card
- Change PIN
- Order a replacement card
- Turn payment card on or off
- Block use of credit/debit card
- Cancel credit/debit card
- Set travel notification
- None
- Other: (please specify) _____

26. Which of the following does your FI currently use or plan to use to enhance mobile banking security? (Check ALL that apply)

- Login with PIN
- Multi-factor authentication
- Out-of-band authentication (e.g., calls/texts to alternate phone number or email)
- Biometrics (e.g., fingerprint, facial, voice recognition)
- Payment tokenization
- Mobile device ID
- Geo-location
- Risk-based authentication (e.g., 3D Secure)
- Behavioral analytics, machine learning, artificial intelligence
- Time-out due to inactivity
- Mobile notifications (e.g., SMS text message, push notifications)
- Consumer education on mobile security
- Other: (please specify) _____

27. Please **RATE** the **IMPORTANCE** of your FI's security concerns associated with offering mobile banking services.

	High	Medium	Low
Data breach			
Weak authentication methods*			
Identity theft			
Synthetic identity fraud**			
Inadequate customer protection behavior***			
Other: (please specify)			

* For example, FI does not require strong password or uses knowledge-based authentication (KBA)
 **Synthetic identity theft is a type of fraud in which a fraudster combines real (usually stolen, e.g., SSN) and fake information to create a new identity, used to open fraudulent accounts and make fraudulent purchases.
 ***Use unsecured network, no antivirus solutions, no mobile password, and do not protect device from theft or loss

Section 3: Do Not Offer Retail Mobile Banking

28. Of the security concerns listed below, which, if any, most influenced your decision to not offer mobile banking services? (Check only ONE)

- Mobile banking is not secure
- Insufficient customer authentication tools
- Not familiar with mobile security requirements and technologies
- Risk of data breach and fraudulent access
- None
- Other: (please specify) _____

29. Of the regulatory and compliance concerns related to mobile banking listed below, which, if any, influenced your decision to not offer mobile banking services? (Check only ONE)

- Additional regulatory scrutiny
- Increased risk management and compliance issues
- Insufficient regulatory oversight
- Lack of clarity about regulatory requirements
- Lack of internal compliance resources
- None
- Other: (please specify) _____

30. Of the consumer-related issues listed below, which, if any, influenced your decision to not offer mobile banking services? (Check only ONE)

- Lack of customer demand
- Customer banking needs met through other channels
- Do not see value in offering mobile banking
- None
- Other: (please specify) _____

Section 4: Mobile Payments

Please refer to the definition below for questions in the **MOBILE PAYMENTS** section:

MOBILE PAYMENT is the use of a mobile phone to pay at point of sale (POS) or remotely for a retail purchase using near field communication (NFC) or quick response (QR) code, or via mobile app or web for digital content, goods and services (e.g., transit, parking, ticketing, etc.).

MOBILE WALLET is a mobile app that controls access to credit, debit, prepaid or bank account credentials, as well as payment tokens that are stored securely on the mobile phone or in the cloud, and used for mobile purchases. Examples of mobile wallet apps include Apple Pay, Google Pay, Samsung Pay; merchant apps, e.g., Walmart Pay, Starbucks, Dunkin'; and FI apps, e.g., Chase Pay.

31. Do you currently offer or plan to offer any type of mobile payment/wallet services for retail customers?

- Currently offer
- Plan to offer within 2 years
- Do not plan to offer*

*If you do not plan to offer mobile payments, proceed to Q39.

32. Please **RATE** the **IMPORTANCE** of factors that influenced your FI's decision to offer or plan to offer mobile payments.

	High	Medium	Low
Compete with other FIs			
Compete with digital payment service providers (e.g., Amazon, Apple, Google, PayPal, etc.)			
Customer demand			
Use mobile to enhance payment security			
Increase customer engagement with loyalty rewards, and other incentives			
Support contactless open payments for transit			
Other: (please specify)			

33. Which of the following **MOBILE/DIGITAL WALLETS** do you support?

	Currently support	Plan to support	No plans to support
Apple Pay	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Google Pay	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Samsung Pay	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visa Checkout	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Masterpass	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Amex Express Checkout	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PayPal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proprietary/FI-branded mobile wallet (e.g., Chase Pay, Wells Fargo)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other: (please specify)			

34. How do currently educate your customers and staff about mobile payments? (Check ALL that apply.)

	Customers	Staff
Branch signage, videos, brochures	<input type="checkbox"/>	<input type="checkbox"/>
Website (external public/internal company site)	<input type="checkbox"/>	<input type="checkbox"/>
FAQs (digital or print)	<input type="checkbox"/>	<input type="checkbox"/>
Newsletters (digital or print)	<input type="checkbox"/>	<input type="checkbox"/>
Periodic direct mail (email or print)	<input type="checkbox"/>	<input type="checkbox"/>
Town halls/hosted events	<input type="checkbox"/>	<input type="checkbox"/>
Social media (e.g., Twitter, Facebook, Instagram, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
None	<input type="checkbox"/>	<input type="checkbox"/>
Other: (please specify)		

Mobile Payments Adoption

35. What percentage of your customers uses your mobile wallet services?

	NFC Wallets (Apple Pay, Google Pay, Samsung Pay)	Digital Wallets (Visa Checkout, Masterpass, Amex Express Checkout)
% of customers ENROLLED	<input type="checkbox"/> Not offered yet <input type="checkbox"/> <5% <input type="checkbox"/> 5-20% <input type="checkbox"/> 21-35% <input type="checkbox"/> 36-50% <input type="checkbox"/> >50% <input type="checkbox"/> Do not track data	<input type="checkbox"/> Not offered yet <input type="checkbox"/> <5% <input type="checkbox"/> 5-20% <input type="checkbox"/> 21-35% <input type="checkbox"/> 36-50% <input type="checkbox"/> >50% <input type="checkbox"/> Do not track data
% of enrolled customers who USED services within the last 90 days	<input type="checkbox"/> Not offered yet <input type="checkbox"/> <5% <input type="checkbox"/> 5-20% <input type="checkbox"/> 21-35% <input type="checkbox"/> 36-50% <input type="checkbox"/> >50% <input type="checkbox"/> Do not track data	<input type="checkbox"/> Not offered yet <input type="checkbox"/> <5% <input type="checkbox"/> 5-20% <input type="checkbox"/> 21-35% <input type="checkbox"/> 36-50% <input type="checkbox"/> >50% <input type="checkbox"/> Do not track data

35a. If you indicated that you track customer data in the previous question, check **N/A**. Otherwise, please indicate why you do NOT track data on mobile wallet customer enrollment and use. (Check ALL that apply)

- N/A Customer data is tracked
- Mobile offering too new
- Customer volume too low
- Data not by processor (fee-based)
- Lack technology/tools to track the data, manual process
- Lack resources to track the data
- Do not see any value in tracking the data
- Plan to track customer use data within 12 months
- Other: (please specify) _____

36. From your FI's perspective, how impactful are these issues to your customers adopting mobile payments?

	High	Medium	Low
Low merchant acceptance			
Customer security/data privacy concerns			
Too many mobile wallet options/inconsistent user experience			
Customers prefer other payment methods			
Customers unaware of mobile payment services			
Other: (please specify)			

Mobile Payments Security

37. Please **RANK** the **IMPORTANCE** of your FI's security concerns associated with mobile payment services. (1=Most important, 4=Least important)

Security Concerns Associated with Mobile Payment Services	Ranking
Account takeover during customer enrollment in mobile wallet	
Card-not-present fraud (for online purchases initiated via mobile phone)	
Inadequate customer security behavior	
Inability to keep abreast of new authentication methods and stay ahead of fraudsters	

38. Do you currently use or plan to use the following security tools for mobile payments? (Check ALL that apply)

- Biometrics (e.g., fingerprint, facial, voice recognition, etc.)
- Geo-location
- Payment tokenization
- Mobile device ID
- One-time password (OTP)
- 3-D Secure* (3DS v 2.0) for ecommerce transactions
- Mobile alerts for purchases
- Customer notification of attempt/success in provisioning card to mobile wallet
- Ability for customer to remotely disable mobile wallet if phone lost/stolen
- None
- Other: (please specify) _____

***3-D Secure** is a protocol that provides an additional layer of authentication to CNP online transactions, supported by Visa Verified by Visa, MasterCard SecureCode, AmEx SafeKey, and Discover ProtectBuy.

Section 4: Do Not Offer Mobile Payments

39. Of the security concerns listed below, which, if any, most influenced your decision to not offer mobile payment services? (Check only ONE)

- Insufficient customer authentication tools/inconsistent security methods for different mobile wallets
- Not familiar with mobile security requirements and technologies
- Risk of data breach and fraudulent access for mobile CNP transactions
- None
- Other: (please specify.) _____

40. Of the regulatory and compliance concerns related to mobile payments listed below, which, if any, influenced your decision to not offer mobile banking services? (Check only ONE)

- Additional regulatory scrutiny
- Increased risk management and compliance issues
- Insufficient regulatory oversight
- Lack of clarity about regulatory requirements
- None
- Other: (please specify) _____

41. Of the consumer-related issues listed below, which, if any, influenced your decision to not offer mobile payment services? (Check only ONE)

- Lack of customer demand
- Customer prefer other payment methods
- Do not see value in offering mobile payments
- None
- Other: (please specify) _____

Section 5: Contactless Cards and Mobile Payments

Please refer to the definition below for questions in the **CONTACTLESS CARD** section:

EMV contactless/dual-interface cards combine contact- and contactless technology and are embedded with a near field communication (NFC) antenna. Cardholders either insert or tap/hold a dual-interface card close (1-2 inches) to the POS terminal to process the payment wirelessly in a few seconds. Contactless payments are as secure as contact chip transactions. Every contactless transaction creates a unique one-time code to protect the payment information.

42. Do you currently issue or plan to issue contactless (credit and/or debit) cards?

- Currently issue
- Plan to issue within 2 years
- Plan to issue in 2–5 years
- Do not plan to issue*

*If you do not plan to issue contactless cards, proceed to Q45.

43. What is your strategy for issuing contactless cards? (Check ALL that apply)

- Issue cards as they expire and to new customer accounts
- Issue for select card products or to select customer segments first
- Issue credit cards before debit cards
- Issue cards in large cities first (e.g., near transit systems that accept contactless open payments)
- Mass reissuance of all cards
- Other: (please specify) _____

44. How will issuance of contactless cards influence your decision to enable NFC mobile wallets?

- Already provide NFC mobile wallets
- Will provide NFC wallets
- Will not provide NFC wallets
- Other: (please specify) _____

Section 6: Business Mobile Financial Services

45. What type of **BUSINESS** customers do you serve? Check all that apply

- Corporate/commercial entities
- Small businesses
- Government agencies (e.g., state and municipal))
- Educational and/or non-profit
- Do not have business customers*
- Other: (please specify)_____

*If you do not have business customers, proceed to Q53.

46. Do you currently offer or plan to offer mobile financial services to your business customers?

- Currently offer
- Plan to offer within 2 years
- Do not plan to offer*

*If you do not plan to offer mobile services to your business customers, proceed to Q53.

47. Which of the following mobile financial services do you currently offer or plan to offer to your business customers via mobile? (Check ALL that apply)

Business Mobile Financial Service	Currently offer	Plan to offer	No plans to offer
View information reporting data (e.g., balances, cash position)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A2A funds transfer between same business accounts within your institution	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A2A funds transfer between same business accounts at different FIs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ACH origination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wire transfer initiation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Remote deposit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stop payment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Positive payments, check	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Positive payments, ACH	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
International wire or ACH payments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Administrative tools / privileges (e.g., setup and manage users, reset passwords, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ability to add your FI's business credit and corporate prepaid card(s) in NFC mobile wallets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Upload and manage corporate card receipts (e.g., travel reimbursements, purchasing card, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Approve/reject transactions initiated via online banking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other: (please specify)			

48. Please select the statement that best reflects your approach to business mobile services.

- Offer the same mobile services to all business customers regardless of size
- Offer more robust and/or additional mobile services only to large commercial/corporate customers

49. Please describe how you currently charge or plan to charge business customers for mobile services. (Check ALL that apply)

- Explicit fees for specific mobile transactions (e.g., A2A transfers, mobile deposits)
- Tiered volume related fees for mobile business services
- Flat monthly fee for mobile services
- Do not charge fees for any mobile business service
- Other: (please specify) _____

50. What percentage of your business customers has ENROLLED in your mobile services?

- <5%
- 5-20%
- 21-35%
- 36-50%
- >50%
- Do not track data

51. What percentage of your enrolled business customers has USED your mobile services in the last 90 days?

- <5%
- 5-20%
- 21-35%
- 36-50%
- >50%
- Do not track data

52. What challenges do you see in offering mobile services to your business customers? (Check ALL that apply)

- Little demand from business customers
- Implementation is difficult and/or costly
- Small business and large commercial/corporate customers have different needs
- Authentication concerns
- Account takeover and related security issues
- Complex risk management, regulatory compliance and other rules
- None
- Other: (please specify) _____

Section 7: Financial Institution Feedback

53. In your opinion, how long will it take for industry-wide consumer adoption (at least one mobile payment within 90 days) of mobile payments to exceed 50%?

At POS	Remote via mobile app/mobile browser
<input type="checkbox"/> 2 years	<input type="checkbox"/> 2 years
<input type="checkbox"/> 3 years	<input type="checkbox"/> 3 years
<input type="checkbox"/> 5 years	<input type="checkbox"/> 5 years
<input type="checkbox"/> > 5 years	<input type="checkbox"/> > 5 years

54. In your opinion, how will issuance of contactless cards impact mobile payments adoption? (Check only ONE)

- Contactless cards will help increase mobile payments adoption
- Contactless cards will slow down mobile payment adoption
- Contactless cards will have minimal impact on mobile payment adoption

55. Have you seen a decline in volume in any of these channels in the last 12 months that might be attributed to mobile banking adoption? (Check ALL that apply)

- Branch traffic
- Check-writing
- Paper check deposits
- ATM check deposits
- ATM cash withdrawals
- None
- Other: (please specify) _____

56. How can the Federal Reserve help to increase your knowledge of mobile banking and payments?

- Publish more reports/whitepapers
- Host webinars
- Host in-person seminars/events
- Other feedback _____

57. Please indicate the **FIRST TWO DIGITS** of your ABA number to help us link your response with the appropriate Federal Reserve district:

- 01 or 21
- 03 or 23
- 04 or 24
- 05 or 25
- 06 or 26
- 09 or 29
- 10 or 30
- 12 or 32
- Other: (please specify) _____

Thank you for taking the time to complete this survey!