

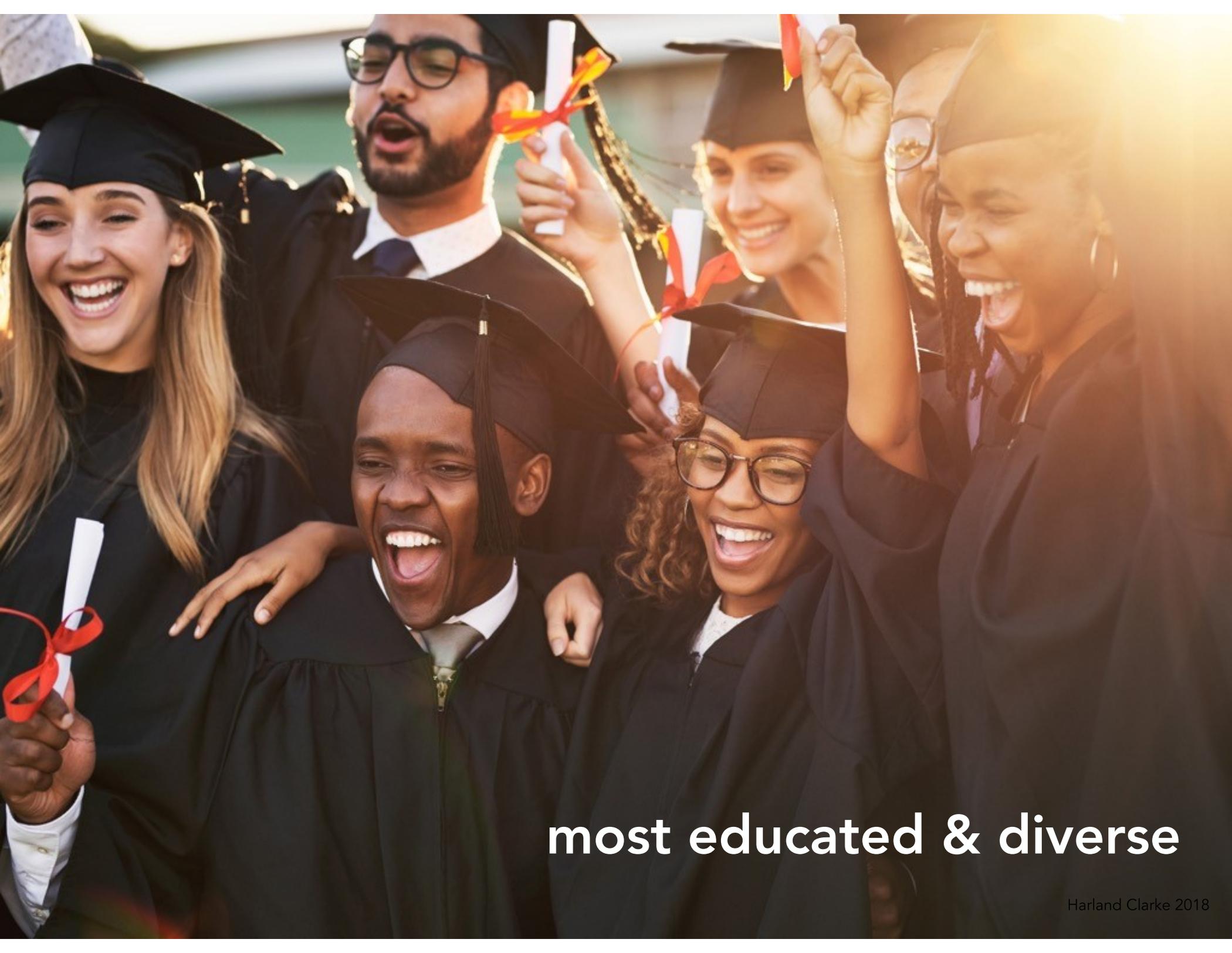
Millennials & Banking



80 million strong

Annual buying power
1.3 trillion dollars





most educated & diverse



72%
spend money on experiences

84%

make annual donations

70%

donate their time



Technology is a lifestyle





Sign in



Google



Home



Maps



Google+

Convenience



Uber



pandora[®]



43%
would open
a bundled
Amazon
Checking
Account

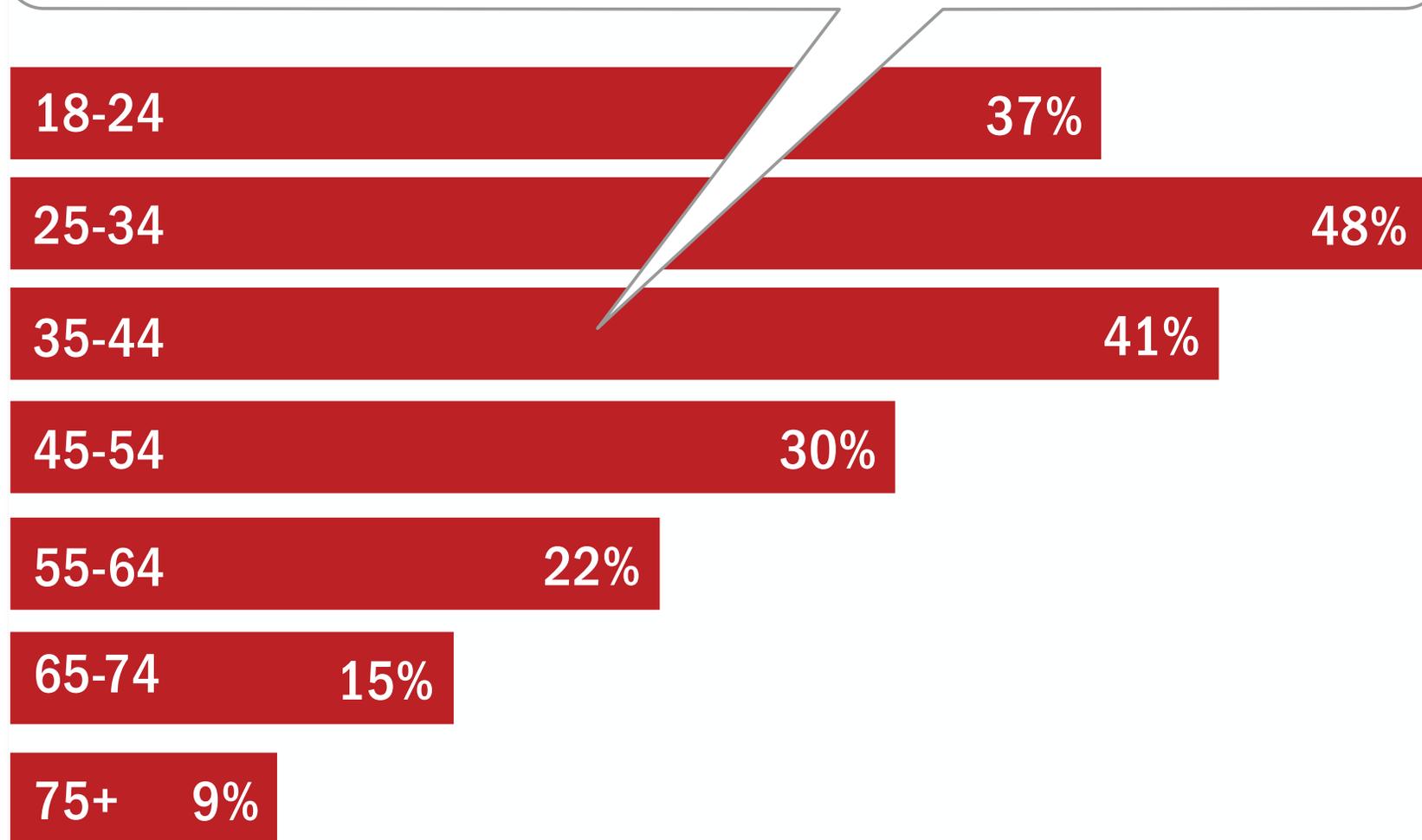




**“No one taught me to use money.
These apps make it fun & teach me
to be responsible.
If only my bank would do that...”**

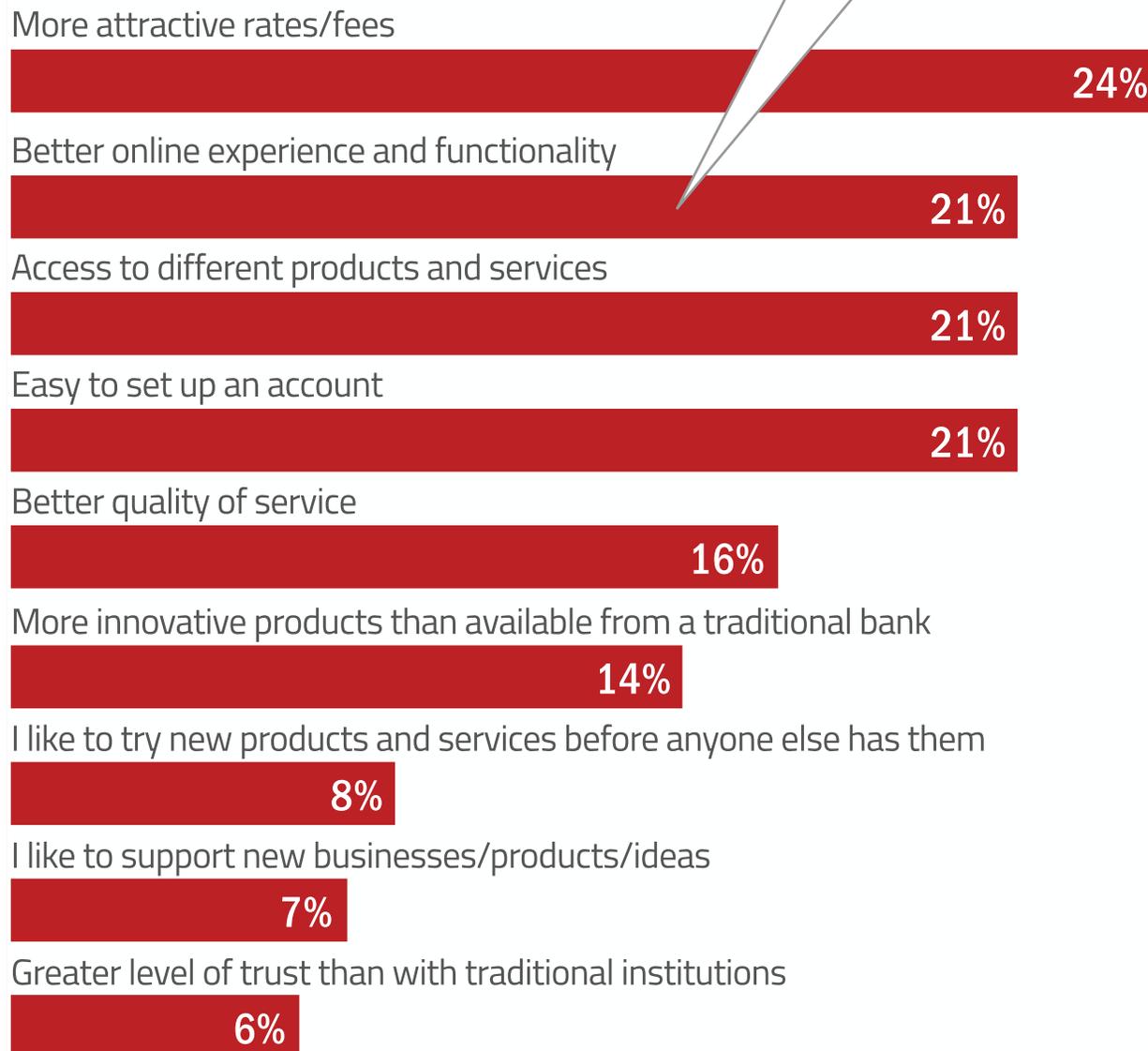
Millennial Chicago Study Participant
Zenmonics September 2018

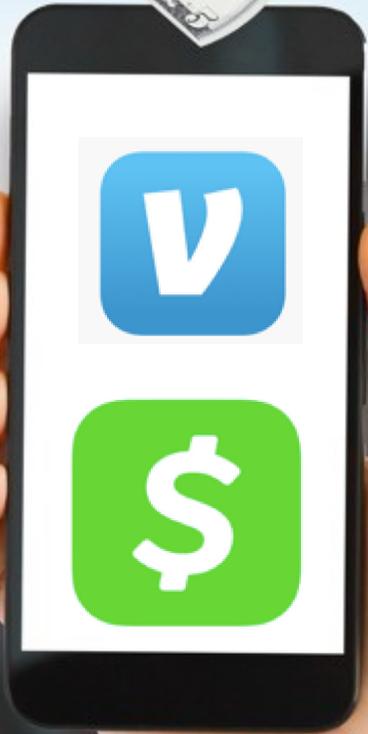
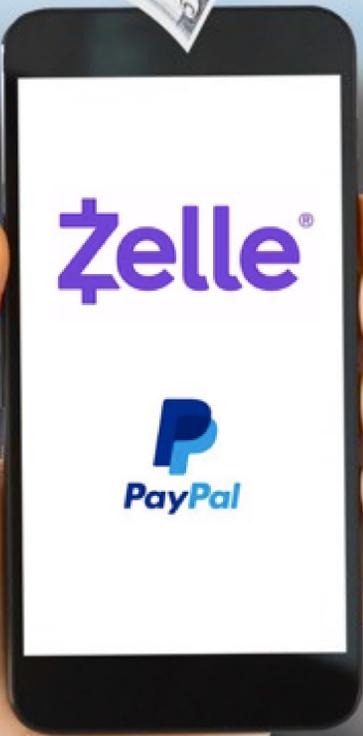
Fintech adoption by age



SOURCE: EY © July 2017 The Financial Brand

Why consumers use fintech providers instead of traditional institutions



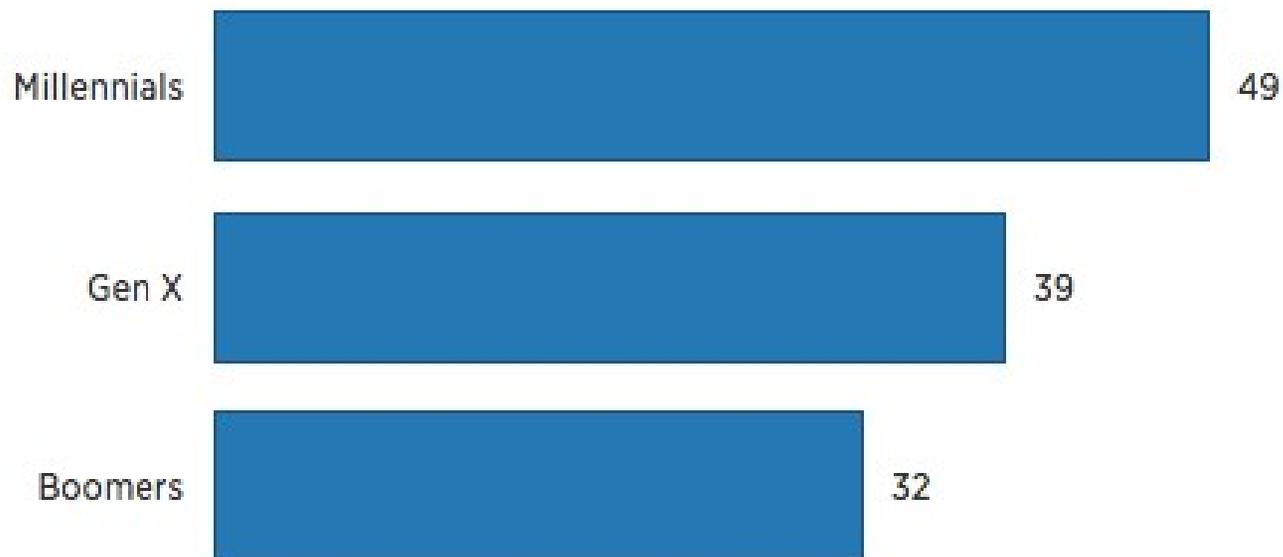


Who uses P2P and how often?

Millennials were the first to jump on peer-to-peer capabilities. Usage shows how many use P2P over cash or a check. The frequency chart gives the percentage in each demographic of those who use P2P at least once a week.

Usage

Frequency



Source: [Early Warning](#)



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Usage

Frequency



Source: [Early Warning](#)



Experiences

Thinking
about
my needs



not your products

81%

call themselves savers





only **24%**
understand financial
products and services

Is this a cd?



Engagement

Building Connections





Be Authentic

what do I need?





Rewards

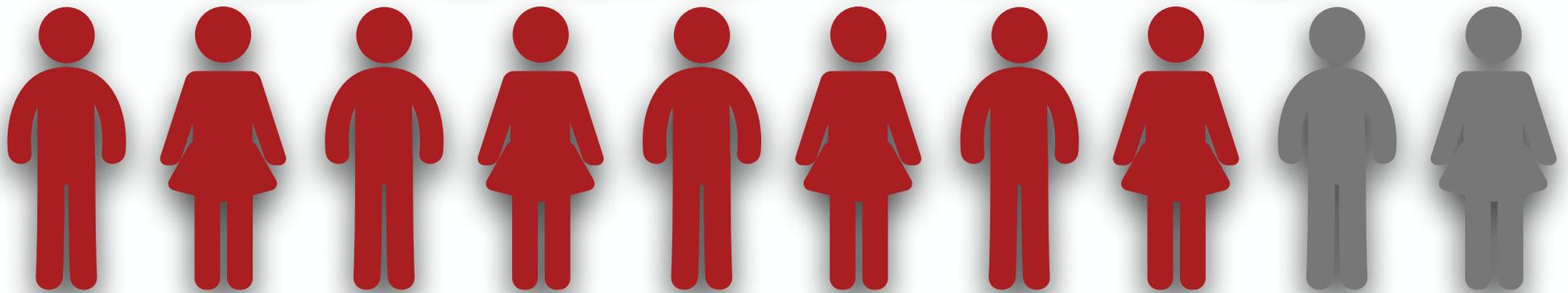


No/Low Fees



Convenience

8 out of 10



Millennials say they would switch accounts for better rewards

SOURCE: Kasasa © March 2017 The Financial Brand

No Fees

30%

**will switch
for a free year**



A woman with voluminous, curly hair is shown in profile, smiling warmly as she looks at her smartphone. She is wearing a purple top and a grey jacket. The background is a bright, out-of-focus outdoor setting, possibly a cafe or a public space, with warm lighting suggesting a sunny day.

Mobile First

not mobile only...

Location

4.7 monthly in-person interactions



67%

want wellness tools from their bank



Begin with the end in mind...

Barriers to digital transformation facing traditional banking providers

Legacy technology environment

50%

Lack of unified vision for "digital" across the organization

44%

Lack of skills and expertise

38%

Lack of budget(s)

31%

Lack of clarity on which department(s) owns "digital"

24%

Lack of dependable technology partners

19%



Rethink products



Integrated Wellness



Mobile Origination

Mobile Account Opening



no longer optional



**Engagement with
trust and values**

Tracey Dunlap
Chief Experience Officer
Zenmonics, Inc.

www.zenmonics.com



thank
YOU:-)

