

# The Covid-19 Consumer Survey

How UK consumers are engaging with  
banks during the Coronavirus  
pandemic

Report for  
Banks



Insights from a survey of  
2,000+ UK consumers

From Qudini

## Author

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[www.qudini.com](http://www.qudini.com)

# Introduction



## Background

Within a matter of weeks, the **Coronavirus pandemic has changed the world** as we know it. Across the UK and much of the world, people must socially distance and limit their time in public. Many retail **businesses have had to close their doors**, leaving them with limited opportunities to service and engage with their customers. **'Essential' retailer types** that remain open **are experiencing entirely new behaviours** amongst their customers and are having to heavily **adapt** their operations to **prioritise public health**.

With **key scientific discoveries yet to be made** (such as a Covid-19 vaccine, antibody testing and knowledge of human risk and immunity potential to the virus), **nobody knows how long this new way of life will continue**.

It is possible that, for at least a year, **social distancing measures will alleviate and tighten** in waves and that, as a result of new health and economic concerns, customers will have new **needs and methods of interacting with businesses**.

To support their customers' **new needs** and to **prioritise public health**, modern retail banks need to **find new ways to service** their customers for the coming 12 months or beyond.

## About our survey

To assist **banking organisations** in understanding and supporting their customers during the Covid-19 pandemic, we at **Qudini** undertook a **survey of 2,000 UK consumers** to understand how their **interaction behaviours** were **changing** and **how they wanted to engage** with businesses within this new world.

Our **5 questions** centered around understanding:

1. How consumers are **changing their behaviour** with regards to going out in public
2. Which **types of businesses** are people **avoiding** or still interacting with
3. Which **types of businesses** would customers **appreciate virtual service from** and via which channels
4. Within retail settings, which customers normally use **click and collect** services and are they more likely to use click and collect during the Coronavirus

## Retail banking report summary

Our report analyses insights by respondent age, gender, industry, income, region and city.

This report focusses on our findings across **retail banks** compared to other essential retail types: grocery retailers, pharmacies and doctors clinics (for an interesting comparison).

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- How Qudini is helping leading global banks in light of these insights (page 16)



# Executive summary



## Consumer banking behaviours are changing during Covid-19

As the Coronavirus outbreak continues to spread, the **vast majority** of UK consumers are **avoiding** making **non-essential trips** to stores and other public places.

Our survey of 2,004 respondent found:

- **37%** of consumers have **fully eliminated non-essential trips** to stores, and a further **43%** have heavily reduced trips.
- **GenZ** are the **least likely** demographic to **reduce or fully eliminate non-essential trips**.
- By region, **31-42%** of people are **fully eliminating** their **non-essential trips**.
- Britons are much **more likely** to visit a **grocery store or pharmacy over their bank branch or doctors clinic**.
- **80%** of respondents indicated that outside of the Covid-19 outbreak they would **normally visit a bank branch**.
- **66%** of typical branch customers are **avoiding their bank branch** as a result of the Coronavirus outbreak and **27%** are reducing their visits.

## Customers want service by phone and video

- **56%** of banking customers **want virtual banking service** by either phone or video. **46%** by **phone** and **13%** by **video**.
- **Younger generations** (GenZ, Millennial and GenX) are **twice as likely to want video service over Baby Boomers**, and equally as likely to want phone service.

## Covid-19 could be a catalyst for a new omni-channel banking future

The insights in our report suggest that **every retail bank** should be offering one-to-one **virtual telephone and video banking service** and even **online events** to engage and support customers during Covid-19 and to understand the opportunity for such offerings within their business.

Making these offerings seamless for their customers to access and use is key to their offering.

## Banks need to ensure a safe in-branch experience

Our survey findings also indicate that, **despite bank branches remaining open**, customers are **very cautious about visiting them**.

This suggests that retail banks **need to enhance** their **customer management** process to ensure social distancing and to build more positive customer relationships in the process.

## Qudini is helping leading banks in-light of these insights

The Qudini Retail Choreography solution suite helps leading global retail banks to service customers at home with seamless **virtual appointments** and **online events**, and to better **manage in-branch foot traffic** to ensure **social distancing** and **great service**.

This is achieved through our market-leading solutions for appointment scheduling, event management and virtual queue management.



# About the Author



## Imogen Wethered | Founder and CEO | Qudini

Passionate about business, fintech, retail and brands, Imogen is a **thought-leader** within **retail, banking** and the **business world**. She has been recognised for her achievements on the **Forbes 30 under 30 list**.

## About Qudini

Qudini offer unique **Retail Choreography solutions** centered on helping retailers, banks and other organisations to **improve their profitability and drive lasting brand relevance** by enabling them to a) connect customers to their services, b) improve their operations and c) capture game-changing insights.

Their Retail Choreography software suite includes market-leading enterprise solutions for:

- Appointment Scheduling
- Task Management
- Queue Management
- Event Management

## Covid-19 support from Qudini

Within the new Covid-19 world, the Qudini solutions are enabling banking organisations to better service their customers while ensuring social distancing through powering them with the ability to:

Support customers at home with:

- Easy virtual appointments by phone and video
- Effortless online webinar event bookings



Build customer confidence with in-store social distancing and public health prioritisation with:

- Streamlined foot traffic and queue management
- Scheduled visits and in-person appointments
- HQ to store tasks and communications
- Fast curbside or in-store pick-up of online orders

### Get in touch

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## Report Section 1:

# How Britons are changing their behaviours as a result of Covid-19



# The Coronavirus has substantially impacted how US consumers interact in the world

As we expected, Coronavirus has had a substantial impact on the way all UK consumers are interacting with the world. **37%** of US consumers have **fully eliminated non-essential trips** to stores and other public places as a result of the Coronavirus outbreak, **while 43%** have **heavily reduced trips**. 13% have to some extent reduced their trips, while only 7% have not changed their behaviour at all.

Our insights found that **both genders** are **behaving** almost **the same**, with women only 9% more likely to fully eliminate non-essential trips than men. But both are equally as likely to heavily reduce non-essential trips.

Of all demographics surveyed, **GenZ** customers are the **least likely to comply with social distancing rules** during the Coronavirus period, with **only 26%** of GenZ respondents admitting to **fully eliminating** non-essential trips to stores and other public places. This is **50% less than older demographics**, with Millennial, GenX and Baby Boomer respondents all behaving largely similarly, with 38% fully eliminating their non-essential trips on average.

Overall, **Baby Boomers** are the **most likely** to fully eliminate or heavily reduce their non-essential trips to stores and public places, followed by GenX and Millennials. GenZ consumers are the least likely to reduce trips.

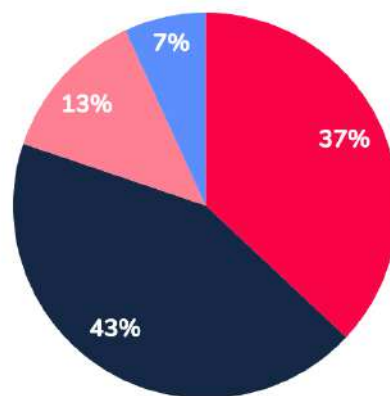
Interestingly, having also surveyed 2,000+ American consumers, **UK consumers** are **12% more likely** to **fully eliminate** their non-essential trips to stores and other public places than US consumers. The behaviour of Baby Boomers in the two countries is most stark. In the **USA**, **Baby Boomers** (concerningly) are the **least likely** age group to **eliminate** their non-essential trips to stores and other public places (at just 22%), whereas in the **UK** they are the **most likely** age group to do so, making them **77% more likely** to do so than their **US peers**.

The following Charts show 2,004 UK consumer responses to:

Question 1: "Have you reduced trips to non-essential stores and other public places since the Coronavirus outbreak?"

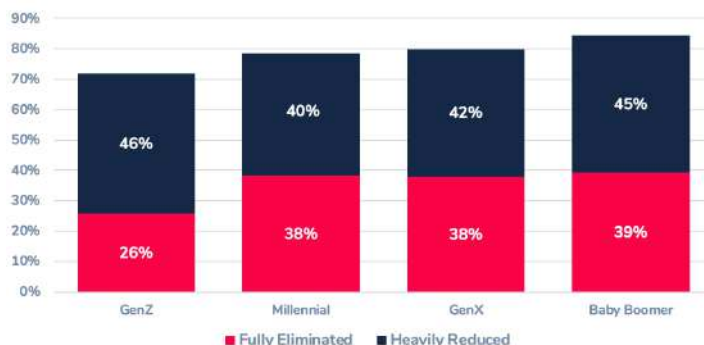


## Reduction of non-essential trips: Overall response



■ Fully Eliminated ■ Heavily Reduced  
■ To some extent reduced ■ Haven't reduced

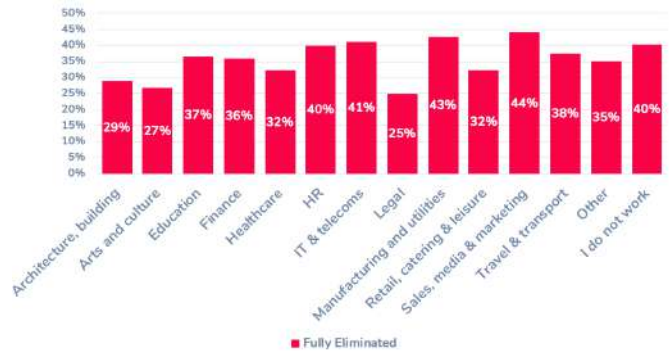
## Response by age generation: Eliminated and reduced





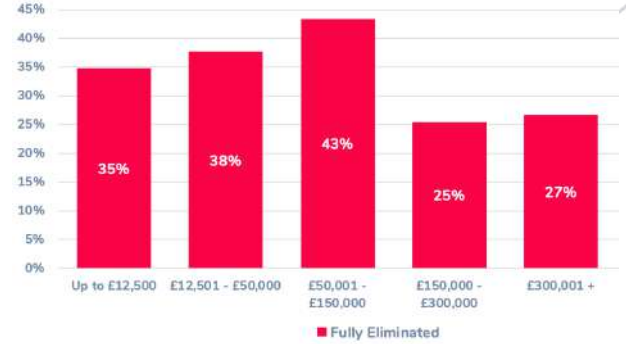
When segmenting our insights by industry, we found that professionals in **sales, media & marketing, IT & telecoms, manufacturing & utilities** and **HR** are taking public health guidelines the most seriously, with an average of **42%** having **fully eliminated** their non-essential trips. Whereas, as the industry professions least likely to eliminate trips were respondents in the **legal, arts & culture** and **architecture/building/engineering** professions where **56%** less likely to eliminate non-essential trips.

### Reduction of non-essential trips: Response by industry: Fully Eliminated



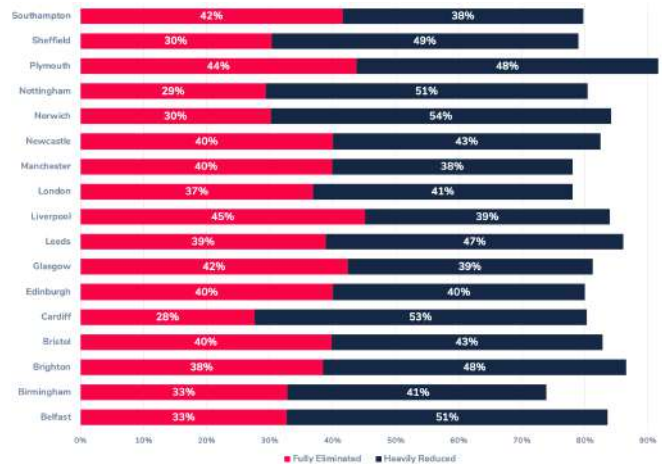
Our insights also showed a **correlation** between **higher earning individuals** and the **reduced likelihood** of eliminating their non-essential trips as a result of the Coronavirus outbreak.

### Reduction of non-essential trips: Response by household income: Fully Eliminated



By city, residents of **Liverpool (45%), Plymouth (44%), Glasgow (42%)** and **Southampton (42%)** are most likely to **fully eliminate** their non-essential trips to stores and other public places. Respondents **least likely to fully eliminate trips** are those in **Cardiff (28%)** and **Nottingham (29%)**.

### Reduction of non-essential trips: Response by UK city: Eliminated or reduced



Our insights shows that by region **31-42%** of people are fully eliminating their non-essential trips with respondents in **Scotland (42%), South west (42%), North West (41%)** and **North East (40%)** the **most likely** to fully eliminate non-essential trips.

Whereas, the least likely respondents were from **Northern Ireland (31%), East Midlands (31%)** and **Wales (31%)**. On average these regions are **31% less likely** to eliminate non-essential trips than those in the regions that are most likely to.

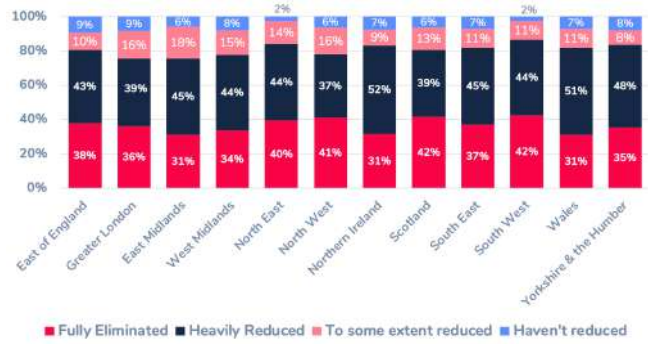
We found **no correlation** between **greater Coronavirus** cases within a region and the residents of the region being more likely to **fully eliminate** non-essential trips. For example, in **Greater London**, where UK cases are **highest**, **36%** of people are fully eliminating non-essential trips, but within the **North East**, one of the less affected regions, **more people (40%)** had **fully eliminated** non-essential trips.

However, when looking by **region** at the percentage of respondent stating that they have **not reduced their non-essential trips** at all, there does appear to be some slight correlation between **regions** with **higher** percentages of **respondents** that have **not changed** their normal **behaviours** and **higher** cases in the region **four weeks later**.

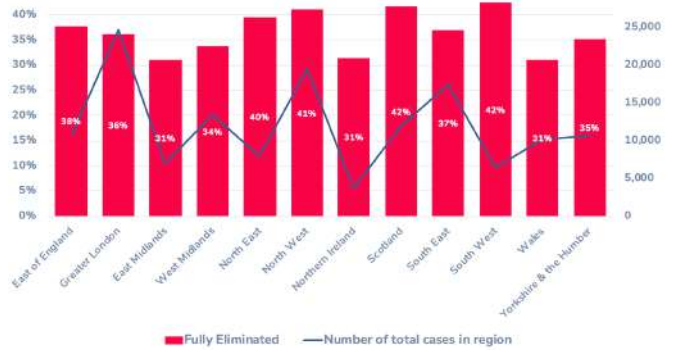
Our **blue graph** to the right shows each region's percentage of consumers that have **not reduced their non-essential trips** mapped against **Coronavirus cases** within the region **four weeks later**.

Within most regions, there appears to be some **slight correlation** between higher percentages of residents that have **not reduced their non-essential trips** and **higher Coronavirus cases in the region**, except within East of England and Northern Ireland where this correlation is not the case. We are unable to pass comment on whether this correlation is a result of cause and effect. because largely the proportion of cases within the regions now is reflective of the same proportions four weeks earlier.

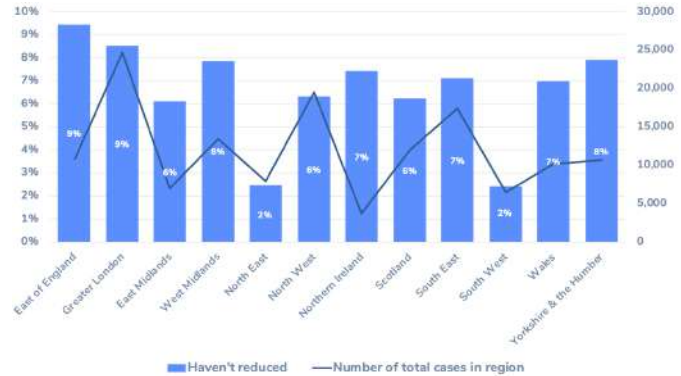
### Reduction of non-essential trips: Response by UK region



### Fully eliminate non-essential trips: Response by UK region vs number of cases in region



### Haven't reduced non-essential trips: Response by UK region vs number of cases in region







## Report Section 2:

**How consumers are changing  
their branch visiting behaviours  
during the Coronavirus outbreak**



# Outside of the pandemic, “essential” stores, banks and fashion retailers are the most commonly visited types of retail businesses

To understand how British residents are changing their behaviours as a result of the Coronavirus outbreak, we first analysed the types of retailers that customers would normally visit outside of Covid-19.

The most commonly visited types of retail stores were (in order of most visited first):

- Grocery stores (95%),
- Pharmacies (86%),
- Doctors clinics (82%),
- Fashion apparel stores (80%).
- Banks (80%),

With the exception of fashion/apparel stores, all these store types serve essential day-to-day customer food, health and financial needs, which is why they have been allowed to remain open during lockdown restrictions. We have included doctors clinics across our retail insights to demonstrate how respondents compare the importance of different types of retailers to their core health needs.

The next most visited store types by percentage of respondents were:

- DIY stores (74%),
- Eyewear/opticians stores 71%),
- Homeware/furniture retailers (72%)
- Electronics retailers (72%),
- Book retailers (65%),
- Beauty retailers (61%),
- Mum/children/toy retailers (60%),
- Phone retailers (57%),

The least visited store types, likely due to the higher cost of items, are:

- Estate agencies (47%),
- Car dealerships (53%),
- Travel agencies (54%),
- Luxury product retailers (56%).



Retail industry store types normally visited by Britons in order of most to least visited

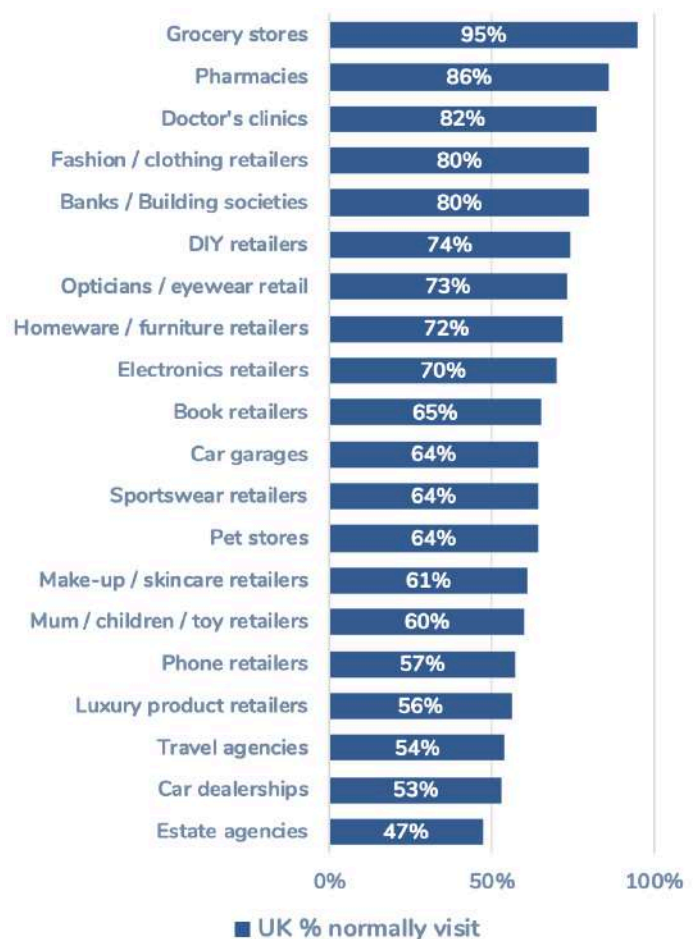


Chart looks at the % of respondents that indicated they would normally visit this type of business outside of Covid-19 in Question 2: “Which of the following types of locations are you avoiding visiting as a direct result of the Coronavirus/Covid-19 outbreak?”

# During Covid-19, British consumers are taking different avoidance approaches towards “essential” businesses

When asked which **essential types** of businesses people were avoiding, we found Britons are much **more likely to visit a grocery store or pharmacy over their bank branch or doctors clinic.**

Interestingly, people are **almost twice (43%) more likely** to avoid a **doctors clinic** than a **pharmacy**. Results show that **65%** of people are **avoiding doctors** clinics and only 7% are still visiting them as normal. However, **only 37%** are **avoiding pharmacies** and 15% are visiting them as normal (**twice that** of doctors clinics). These insights **suggest that pharmacies** could have a stronger **role to play** in providing customers with greater **health support** to those displaying Covid-19 symptoms and other health matters **in a manner** that is **safe for their customers.**

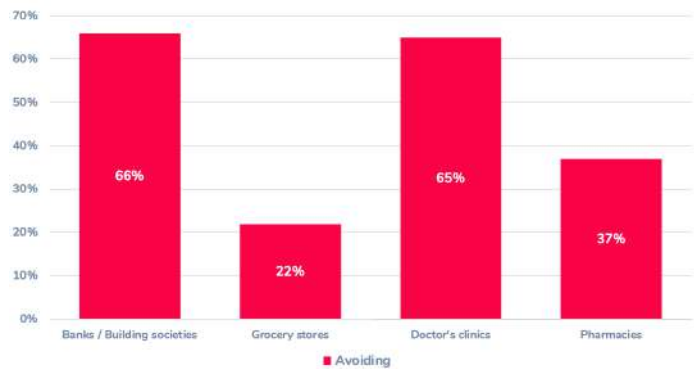
Understandably, **Grocery stores are the least avoided.** Compared to the percentage of customers still visiting grocery stores, people are **three times more likely to avoid a bank branch** and **1.6 times as likely to avoid a pharmacy.** Yet 22% of people are still avoiding grocery stores and 60% of people are still reducing their visits as much as possible.

Customers are **largely avoiding bank branches**, with **66%** of people **avoiding** them and **27%** of people **reducing** their visits. Only **7%** of people are **visiting their bank branches as normal**, a figure **half** that of the percentage of customers still visiting **grocery stores (18%)** and **pharmacies (15%).**

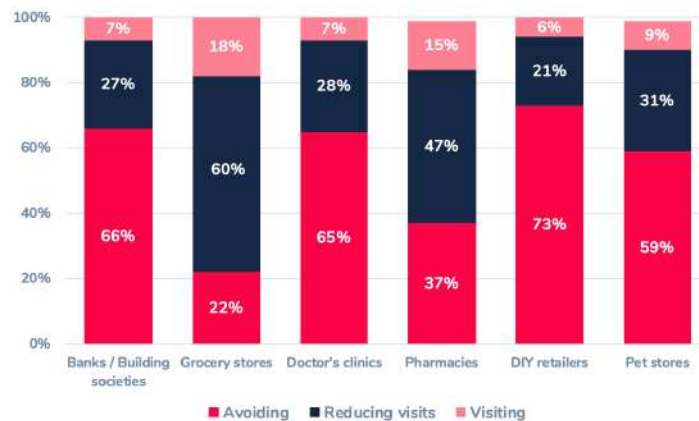
**59%** of consumers are avoiding **pet stores.** This is 12% less than customers avoiding bank branches but 2.6 times more than those avoiding grocery stores. **DIY stores are the most avoided store types**, at **73%** of their typical customers. Across **DIY and pet stores**, an average of just **7.5%** of customers are **visiting** as normal, which is similar to banks and half that of grocery and pharmacy stores.

Charts show 2,004 UK responses to Question 2: “Which of the following types of locations are you avoiding visiting as a direct result of the Coronavirus/Covid-19 outbreak?”

**Business types avoiding:**  
Overall response for “essential” retail types



**Business types avoiding:**  
Overall response for “essential” retail types



# Even outside of lockdown restrictions, UK consumers were largely avoiding non-essential retail types

These **insights indicate** that, although retail bank branches remain open, customers are far more cautious about visiting them.

This suggests that, to **build customer confidence in visiting** their **branches**, retail banks need to **enhance** their **customer management** to heavily prioritise social distancing while offering a good experience that enhances their customer relationships.

To achieve these goals, a number of retail banks are implementing **appointment scheduling** and **queue management software** solutions to **manage** their **branch footfall**.

Such solutions support social distancing by enabling customers to **plan their visits** through **scheduling one-to-one appointments** or **general visitor time-slots** to visit branches (with specific time windows allocated to vulnerable customers). **Walk-in customers** arriving unplanned can **join virtual queues** and **remain updated** while they wait outside the branch until their turn to enter arises.

Interestingly, our retail survey report showed that **68%** of **grocery** and **pharmacy** customers plan to **increase** their use of **click and collect** services as a result of the Coronavirus outbreak.

This **indicates** that **customers are willing** to **adopt new technologies** to improve their **safety**, and that modern retailers and banks even have an opportunity to build upon their omni-channel customer behaviours.

The **Qudini** Retail Choreography solution suite includes a market-leading **appointment scheduling platform** and **queuing system** that is supporting leading banks in servicing their customers during this unique and challenging period.





## Report Section 3:

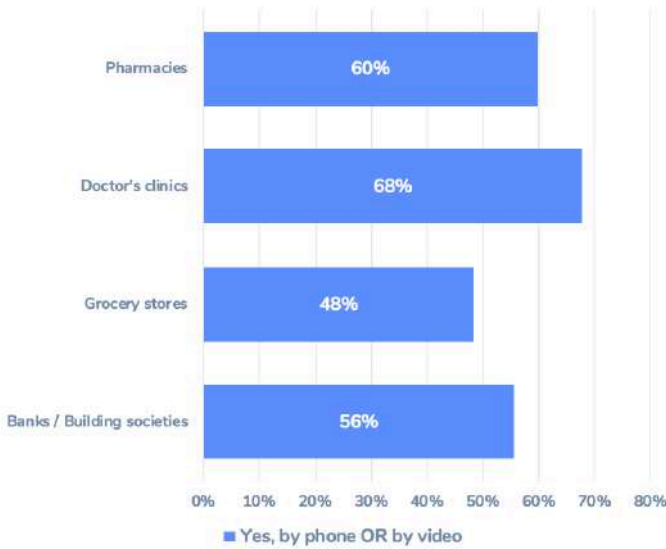
# How customers want to interact with banks and retailers during Covid-19



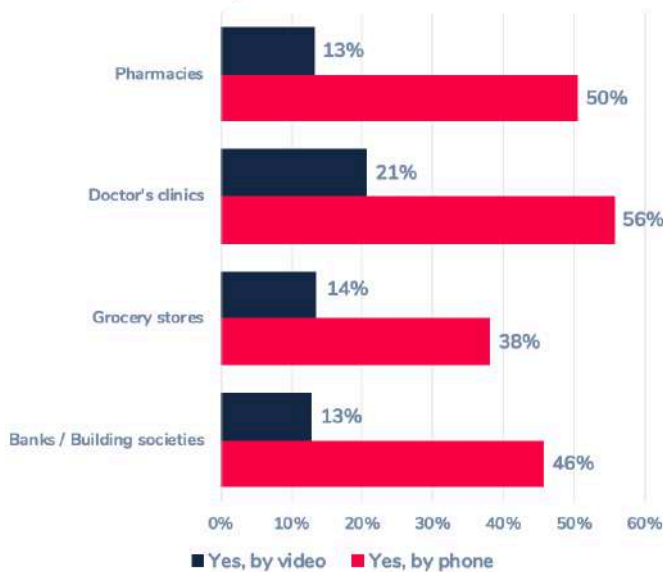
# During Covid-19, customers want both phone and video service from all “essential” retail types

Charts show 2,004 UK responses to Question 3: “Of those that you normally use, which of the following businesses, if any, would you appreciate remote service from during the Coronavirus outbreak?”

Total % of customers wanting phone or video service from ‘essential’ retail types



Total % of customers wanting either phone or video service from ‘essential’ retail types



With so many stores closed, and with customers so heavily avoiding those that are open, a core question of our survey asked respondents which types of retailers they wanted virtual phone or video service from during Covid-19.

Our insights show that, across every type of retailer (including those considered essential and non-essential), customers want to access virtual service by phone or video during the Coronavirus outbreak.

For the “essential” retail types – pharmacies, banks and grocery stores – half (48%) of customers want service by phone and 15% want service by video.

- **Pharmacies:** 60% of customers want phone or video service, with 50% wanting service by phone and 13% wanting service by video.
- **Grocery stores:** 48% of customers want phone or video service, with 38% wanting service by phone and 14% wanting service by video.
- **Banks:** 56% of customers want phone or video service, with 46% wanting service by phone and 13% wanting service by video.
- **Doctors:** 68% of customers want phone or video service, with 56% wanting service by phone and 21% wanting service by video.

When looking at the insights by age range, we found that younger generations (GenZ, Millennial and GenX) are twice as likely to want video service over Baby Boomers, and equally as likely to want phone service.

These insights demonstrates that, despite their stores remaining open, many customers are avoiding or reducing visits to them. Every type of essential retailer could offer greater value to their customers by offering virtual service by phone or video.



# Covid-19 could be a catalyst for a new omni-channel future where virtualisation meets personalisation

These insights indicate that every retail bank should be providing virtual service by phone and video to safely service their customers during the Coronavirus outbreak. Doing so will also enable them to understand the opportunity that telephone and video banking has within their omni-channel future.

Alongside tailored one-to-one service, retail banks could also look to hold virtual online events to engage and educate many customers at once, such as tutorials on new methods of banking or managing money during the outbreak.

The demographic-wide interest in virtual phone and video banking service at this time suggests that the outbreak will enable banks to migrate more customers to a new method of banking. This has a powerful potential to drive omni-channel growth in the future.

To service customers at this essential time and to leverage this opportunity, it's essential for retail banks to ensure their virtual service and online events are seamless for their customers to access and use.

At Qudini, we offer virtual appointment scheduling software that will enable any banking organisation to ignite their virtual one-to-one service or online event offerings within a matter of days.

Outside and within the Coronavirus outbreak, we've been helping global banking organisations to deliver pioneering omni-channel strategies that enable their customers to access service online.



# How Qudini is helping leading global banks during Covid-19



## Easy virtual appointments

Provide customers with telephone and video service that they can easily access by scheduling appointments or joining a virtual queue.



## Effortless online webinar bookings

Engage and advise many customers at once by enabling customers to easily discover, book and attend online webinar events.



## Streamlined queue management

Reduce the number of customers in-branch while minimising customer time in line by enabling them to join virtual queues and receive updates when their turn arises.



## Efficient in-person appointments

Minimise customer time in-branch for those who need in-person services by enabling them to schedule fixed one-to-one appointments or general visit time slots (particularly for your at-risk demographics).



## HQ to branch task communications

Help your branches to navigate health guidelines and to stay motivated by enabling head office to easily communicate tasks, resources and messages to them.



All through our market leading solutions for:

- Appointment Scheduling
- Queue Management
- Task Management
- Event Management

## We work with leading global brands

SAMSUNG

NatWest

Standard Chartered

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## Thank you for reading

We hope you found this report useful for navigating the year ahead.

During Q2 of 2020 we will also be presenting these insights in a series of webinars found on our Resources section on [www.qudini.com](http://www.qudini.com).



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