

The Covid-19 Consumer Survey

How US consumers are engaging with
banks during the Coronavirus
pandemic

Report for
Banks



Insights from a survey of
2,000+ US consumers

From Qudini

Author

Imogen Wethered
Founder and CEO | Qudini



www.qudini.com

Introduction

Background

Within a matter of weeks, the **Coronavirus pandemic has changed the world** as we know it. Across America 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. **Banks and 'essential' retailer types** that remain open **are experiencing entirely new behaviors** amongst their customers and are having to heavily **adapt** their operations to **prioritize 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 **prioritize public health**, modern retail banks, therefore, need to **find new ways to service** their customers for the coming 12 months or beyond.

About our survey

To assist **banking organizations** in understanding and supporting their customers during the Covid-19 pandemic, we at **Qudini** undertook a **survey of 2,028 US consumers** to understand; how their **interaction behaviors** are **changing** and **how they wanted to engage** with banks within this new world.

Our **questions** centered around understanding:

1. How consumers are **changing their behavior** with regards to going out in public
2. Which **types of businesses** people are **avoiding** or still interacting with
3. Which **types of businesses** customers would **appreciate remote service from** and via which channels
4. Within retail settings, who **normally uses BOPIS services** to buy online and pick-up later in-store and are they **more likely** to use these services as a result of Coronavirus?

Retail banking report summary

Our report analyzes insights by respondent age, gender, industry, income, region and state.

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).

Contents

- **Introduction**
- **Section 1:** How Americans are changing their behaviors as a result of Covid-19 (pages 5-7)
- **Section 2:** How banking customers are changing their branch visiting behaviors during the Coronavirus outbreak (pages 8-11)
- **Section 3:** How customers want to interact with banks during Covid-19 (pages 12-14)
- How Qudini is helping leading global banks in-light of these insights (page 16)

Executive summary



Consumer banking behaviors are changing during Covid-19

As the Coronavirus outbreak continues to spread, the vast majority of US consumers are avoiding making non-essential trips to stores and other public places. Our survey of 2,028 respondents found:

- 30% of consumers have fully eliminated non-essential trips to stores, and a further 52% have heavily reduced trips.
- Baby Boomers are the least likely demographic to reduce or fully eliminate non-essential trips.
- US regions are behaving relatively similarly, yet hard-hit states such as New York, New Jersey and California are more likely to eliminate or reduce trips.
- Trips to grocery stores or pharmacies are more common than trips to bank branches or doctors clinics.
- 87% of respondents indicated that outside of the Covid-19 outbreak they would normally visit a bank branch.
- 52% of typical branch customers are avoiding their bank branch as a result of the Coronavirus outbreak and 39% are reducing their visits.

Customers want service by phone and video

- 63% of banking customers want virtual banking service by either phone or video. 55% by phone and 15% by video.
- With Millennials, GenZ and GenX respondents being twice more likely than Baby Boomers to want video banking service, we believe their interest in virtual banking service most likely extends outside of the Coronavirus outbreak.

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 recognized 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 organizations 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 organizations 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 booking



Build customer confidence with in-branch social distancing and public health prioritization with:

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

Get in touch

e: info@qudini.com
w: www.qudini.com



Report Section 1:

How Americans are changing their behaviors 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 US consumers are interacting with the world. 30% of US consumers have fully eliminated non-essential trips to stores and other public places as a result of the Coronavirus outbreak, while 52% have heavily reduced trips. 14% have to some extent reduced their trips, while only 4% have not changed their behavior at all.

Our insights found that men are 24% more likely to fully eliminate non-essential trips than women. But on average, both are equally as likely to fully eliminate or heavily reduce non-essential trips.

Of all demographics surveyed, Baby Boomers are the least likely to eliminate their non-essential trips during the Coronavirus period, with only 22% of Baby Boomer respondents admitting to fully eliminating non-essential trips to stores and other public places. This is 31% less than younger demographics, with GenZ, Millennial and GenX respondents all behaving largely similarly, with 32% fully eliminating their non-essential trips on average.

Of all the groups, GenZs and Baby Boomers are the least likely demographics to comply with social distancing by either reducing or fully eliminating non-essential trips. It is worth pointing out that the behaviors of GenZ respondents could in some part be influenced by their Baby Boomer parents.

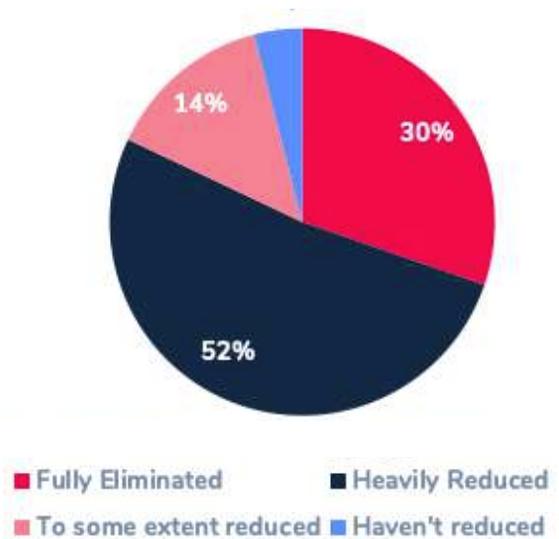
These insights are interesting considering the Baby Boomer demographic is most at risk from the virus. The insights suggest that perhaps younger demographics are more concerned with protecting the health of older generations than older generation are with protecting themselves. Alternatively, younger generations could be more conscious and aware of the Coronavirus risk than older demographics.

The following Charts show 2,028 US consumer responses to:

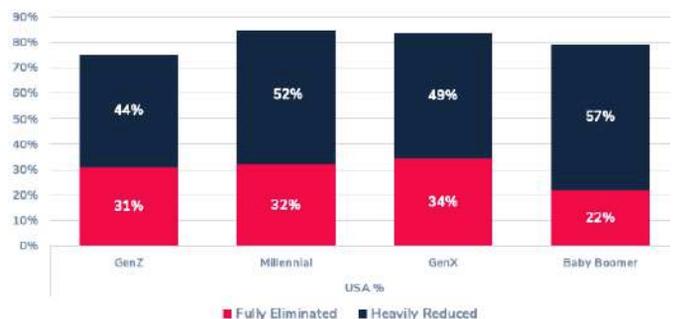
Question 1: "Have you reduced trips to non-essential stores and other public places since the Coronavirus outbreak?"



Reduction of non-essential trips: Overall response

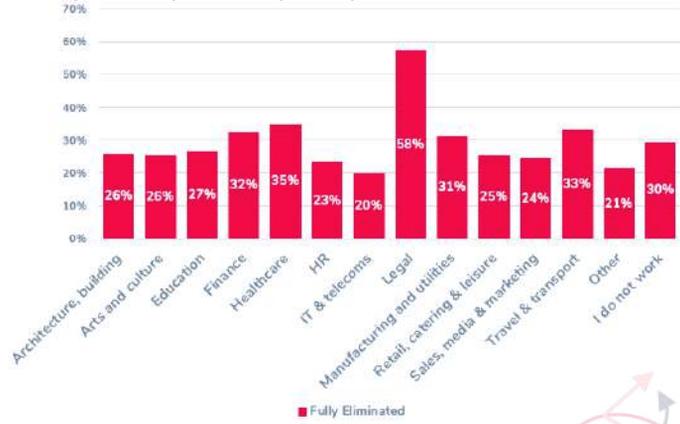


Reduction of non-essential trips: Age group response: eliminated/reduced



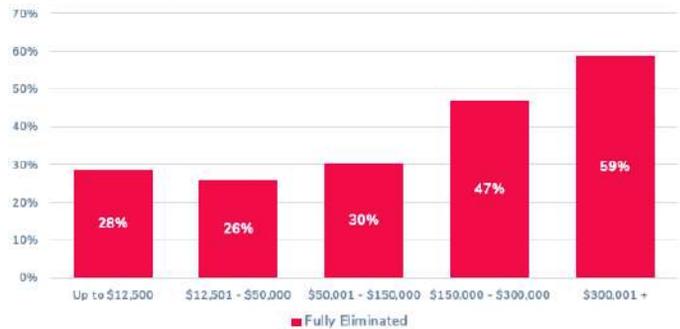
When segmenting our insights by industry, we found that **legal professionals** are taking public health guidelines the most seriously, with **58% having fully eliminated their non-essential trips**. This serves as an average of **twice that of respondents** from most other industries. In comparison, **IT & telecoms**, followed by **HR industry professionals**, have been the **least likely to fully eliminate** non-essential trips.

Reduction of non-essential trips: Response by industry: Fully eliminated



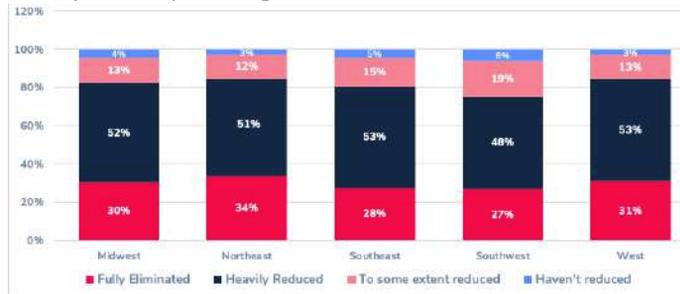
Our insights also showed a **correlation between higher earning individuals** and the **greater likelihood** of eliminating and reducing their non-essential trips as a result of the Coronavirus outbreak.

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



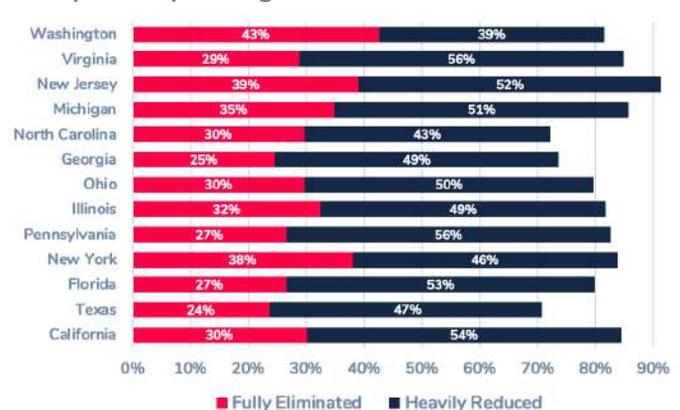
When looking at **location**, our insights show that the **US regions** are, to a large extent, **behaving similarly**, with respondents from the **Northeast (34%)** followed by the **West (30%)** and the **Midwest (30%)** proving the **most likely to fully eliminate** their non-essential trips to stores and other public areas. **Southwest** and **Southeast** respondents are **slightly less likely to fully eliminate** non-essential trips by an average of 13%. They are also slightly more likely to not reduce their non-essential trips at all, with **6%** of respondents in the **Southwest having not reduced** their non-essential trips, which is **double that** of the 3% in the Northeast and West regions.

Reduction of non-essential trips: Response by US region

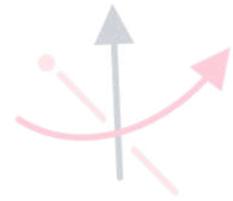


By state, residents in **Washington (43%)**, **New Jersey (39%)** and **New York (38%)** are **most likely to fully eliminate** their non-essential trips to stores and other public places. Across the other 10 **largest populated states**, an average of **24% - 30%** are reducing their non-essential trips.

Reduction of non-essential trips: Response by US region: Eliminated or reduced



Across the 12 largest states by population, **81% of people are either fully eliminating or heavily reducing** their non-essential trips to stores and other public places. The rate of elimination/reduction is **highest in New Jersey (91%)**, Michigan (85%), Virginia (84%), California (84%) and New York (84%). Rates are lowest in **Texas (71%)** and Georgia (73%).



Report Section 2:

How customers are changing their branch visiting behaviors during the Coronavirus outbreak



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

To understand how US consumers are changing their behaviors as a result of the Coronavirus outbreak, we first analyzed the types of retailers that customers would normally visit outside of Covid-19.

The most commonly visited types of retail stores were:

- Grocery stores (98%),
- Pharmacies (90%),
- Doctors clinics (89%),
- Banks (87%),
- Fashion apparel stores (87%).

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:

- Electronics stores (73%),
- Eyewear/opticians stores 71%),
- DIY stores (69%),
- Pet stores (67%),
- Book stores (68%),
- Beauty stores (66%),
- Sportswear stores (65%),
- Car garages (62%),
- Phone retailers (61%),
- Mum/children/toy retailers (59%).

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

- Estate agencies (42%),
- Travel agencies (47%),
- Luxury product retailers (53%),
- Car dealerships (54%).



Retail industry store types normally visited by Americans

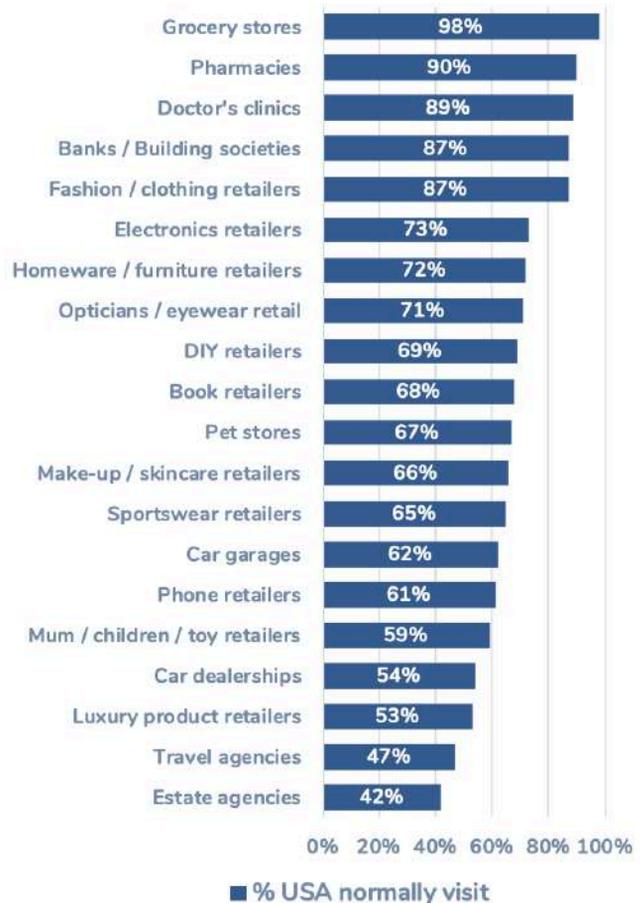


Chart looks at the % of respondents that indicated they would normally visit this type of business outside of Covid-19 in Question 2: “Which of the following types of locations are you avoiding visiting as a direct result of the Coronavirus/Covid-19 outbreak?”

During Covid-19, Americans are taking different avoidance approaches to the different “essential” business types

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

Interestingly, people are 73% more likely to avoid a doctors clinic than a pharmacy. Results show that 56% of people are avoiding doctors clinics and only 9% are still visiting them as normal. However, only 30% are avoiding pharmacies and 17% are visiting them as normal (twice that of doctors clinics). These insights suggest that pharmacies could have a stronger role to play in supporting customers with greater health support around Covid-19 symptoms and other health matters in a manner that is safe for their customers.

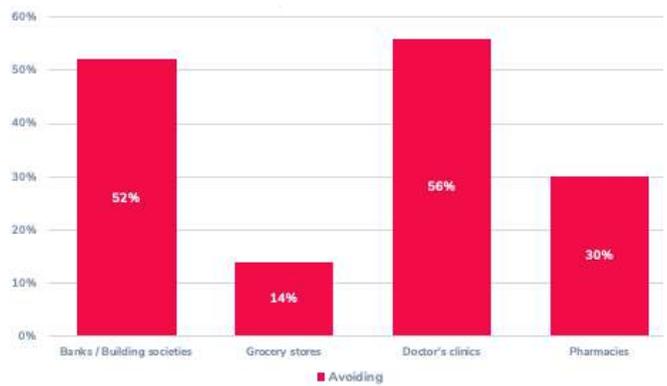
Understandably, grocery stores are the least avoided. Compared to the percentage of customers still visiting grocery stores, people are four times more likely to avoid a bank branch and twice as likely to avoid a pharmacy. Yet 14% of people are still avoiding grocery stores and 67% of people are still reducing their visits as much as possible.

Customers are largely avoiding bank branches, with 52% of people avoiding them and 39% of people reducing their visits. Only 8% of people are visiting their bank branches as normal, a figure half that of the percentage of customers still visiting grocery stores (19%) and pharmacies (17%).

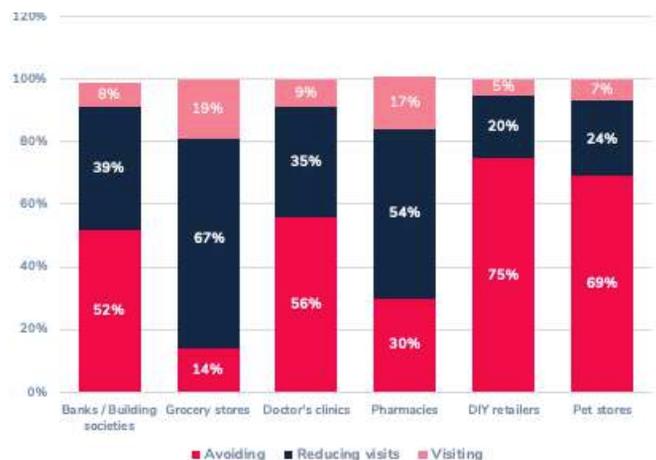
Other essential retail store types, such as DIY (75% avoiding) and pet stores (69% avoiding), are being avoided by US consumers to a much greater extent than bank branches (52%), pharmacies (30%) and grocery stores (14%). Overall, people are five times more likely to avoid a DIY store or a pet store over a grocery store.

Charts show 2,028 US 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, US 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 prioritize 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 visit** through **scheduling one-to-one appointments** or **general visitor time-slots** to visit branches (with specific time windows even allocated to vulnerable customers). **Walk-in customers** arriving unplanned can **join virtual queues** and **remain updated** while they wait outside of 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 **Buy-online-pick-up in-store (BOPIS)** services as a result of the Coronavirus outbreak, particularly within the states hardest hit by the 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 behaviors.

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





Report Section 3:

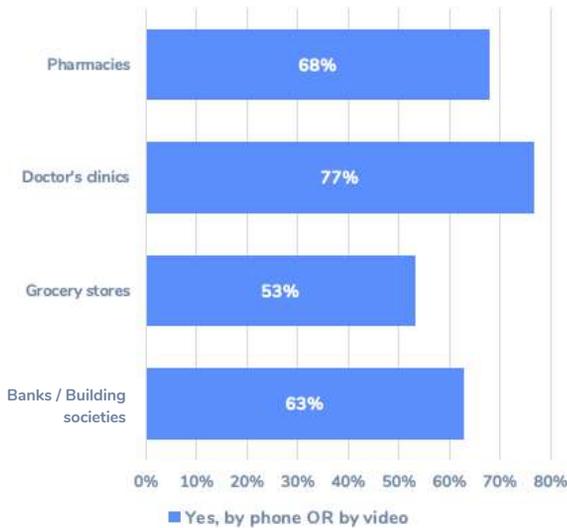
How customers want to interact with retailers and banks during Covid-19



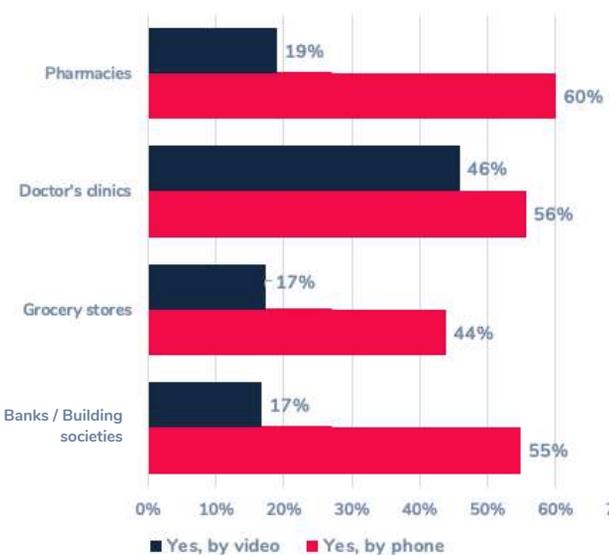
During Covid-19, customers want both phone and video service from all “essential” retail types

Charts show 2,028 US 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 heavily altered customer needs and behaviors for those that remain 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 – more than half (53%) of consumers want service by phone and a fifth (18%) want service by video.

- **Banks:** 63% of customers want phone or video service, with 55% wanting service by phone and 17% by video.
- **Pharmacies:** 68% of customers want phone or video service, with 60% wanting service by phone and 19% by video.
- **Grocery stores:** 53% of customers want phone or video service, with 44% wanting service by phone and 17% by video.

Interestingly, these insights show that at a time of a global health and economic crisis, customers want access to virtual phone service from pharmacies and banks almost as much as they want this service from their doctors clinics.

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 virtualization meets personalization

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 even enable banks to migrate more customers to a new method of banking. This has a powerful potential to drive their 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 organization 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 organizations 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 minimizing customer time in line by enabling them to join virtual queues and receive updates when their turn arises.



Efficient in-person appointments

Minimize 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

Ulster Bank

L'OCCITANE EN PROVENCE

TESCO

Get in touch

e: info@qudini.com
w: www.qudini.com



Thank you for reading

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

During April 2020 we will also be presenting these insights in a series of webinars found on our Resources section on www.qudini.com.



Imogen Wethered
Founder and CEO
Qudini

www.qudini.com
info@qudini.com

