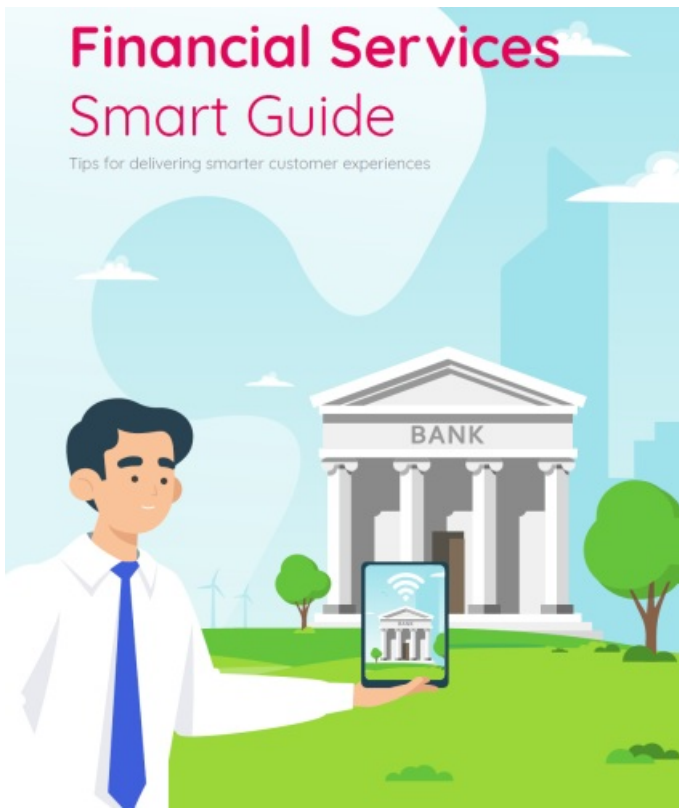


## Financial Services Smart Guide



The financial services industry is in the midst of a major digital revolution. Fintechs are disrupting the market with new ways for people to bank, invest and manage their money. But incumbent firms are quietly catching up, undergoing extensive digital transformations to retain their customers and long-held market share.

In this highly competitive market, customer experience has become a key differentiator. Customers are no longer choosing firms based on price and product alone but on their commitment to providing exceptional customer service and support that meets their individual needs. In October 2021, we conducted a survey of 1,000 UK consumers to find out more about these needs and how the industry is performing in the wake of the Covid-19 pandemic.

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