



HOW DOES ENGAGEMENT AFFECT WALLET SHARE?



In 2014 Ernst & Young asked consumers,

“What would you be willing to do if your bank or credit union offered a better experience?”

Here’s what 32,000 retail customers said...

1 IF MY BANK...



2 THEN I'D BE WILLING TO ...

PAY A LITTLE BIT MORE



ADD MORE ACCOUNTS & SERVICES



INCREASE MY DEPOSITS & INVESTMENTS



POTENTIAL INCREASE IN WALLET SHARE



Invests in my financial well being	13%	31%	29%	73%
Finds ways to improve how I conduct my business	18%	31%	22%	71%
Rewards me for being a loyal customer	11%	29%	25%	65%
Finds ways to save me money	13%	28%	23%	64%
Customizes products & services to fit my needs	14%	28%	20%	62%

Statistics from “EY Global Consumer Banking Survey 2014 - Winning through customer experience”

Larky is a mobile loyalty platform that amazes and works. To learn more visit LARKY.COM or follow us @getlarky.



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