



MESH

Experience

Retail Banking Coronavirus
Weekly Insights
Week end 7 May 2020

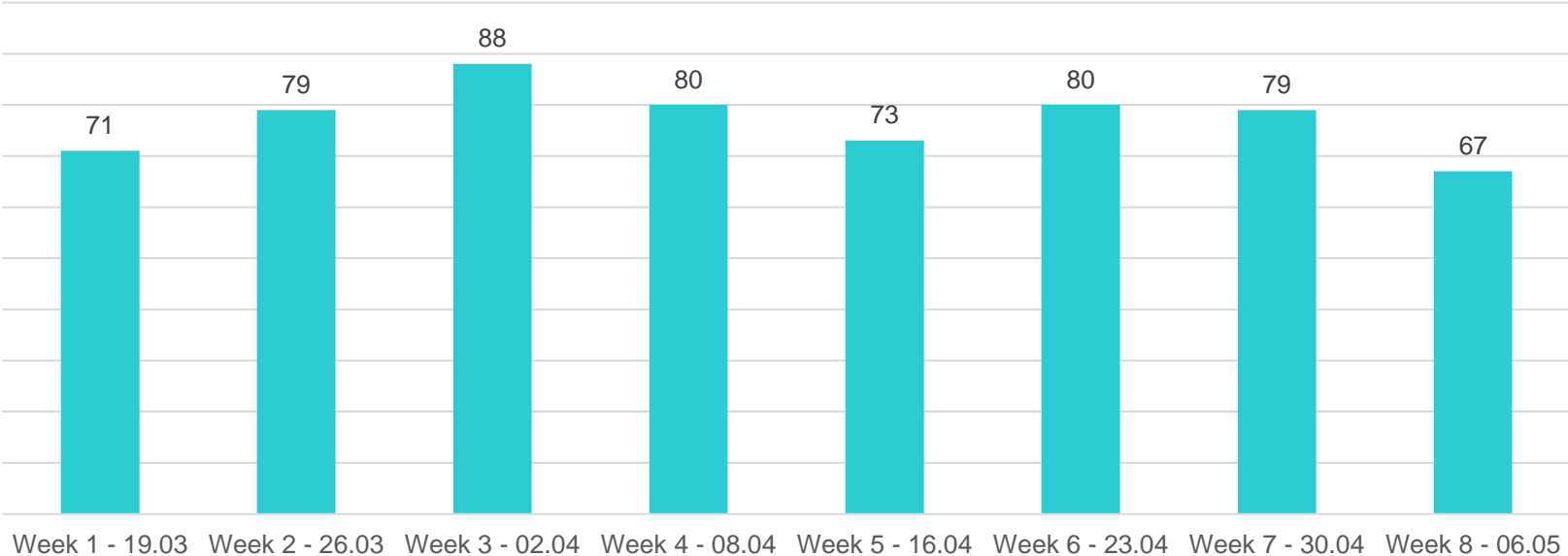
Concern about impending recession

As people accept the unavoidable economic consequences, concerns turn towards pensions, savings and standard of living.

Banks have a role to provide advice, increase services and help customers to plan for the future.

The worry about the ongoing pandemic is at an all time low

How do you feel about the ongoing COVID-19 (Coronavirus) pandemic?



Source: MESH Experience Retail Banking Study
base responses n=123
Question:How do you feel about the ongoing COVID-19 (Coronavirus) pandemic?



The longer term economic worries are now becoming more pressing

Terrible pension problems

a little at the moment - may be worse later?

no savings interest, pension knock on effect unknown, price increases and taxes

The children's dad is fine but I haven't been able to work and a job I was supposed to start I am unable too. So I have no money and have had to break into my savings.

We are managing ok for now and we are both still working, but it will massively change if we go on furlough.

Less income, more expensive food in the shops. Will be worse off.

WILL LOSE MONEY AND AM FORCED TO PAY MORE FOR THINGS

reduction in salary and pension contributions of 20%. Pension values affected. savings rates dropped

It will impact me on the cost of food and also my income from dividends

So far no effect but, if the use of on-line purchasing becomes more necessary available money for saving may have to be reduced to cover additional costs of delivery.

Source: MESH Experience Retail Banking Study
base responses n=123

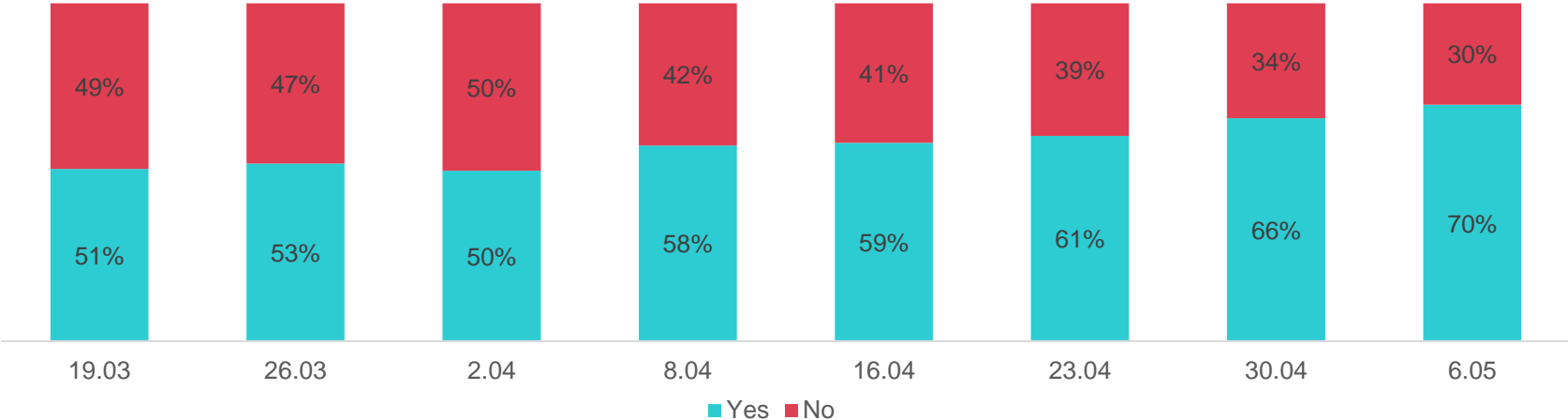
Question: Thinking about your household finances, how do you think COVID-19 (Coronavirus) will impact you?

PRE

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70% now feel that banks are doing enough to help customers during the pandemic.

Are banks doing enough to help customers during the COVID-19 (Coronavirus) pandemic?



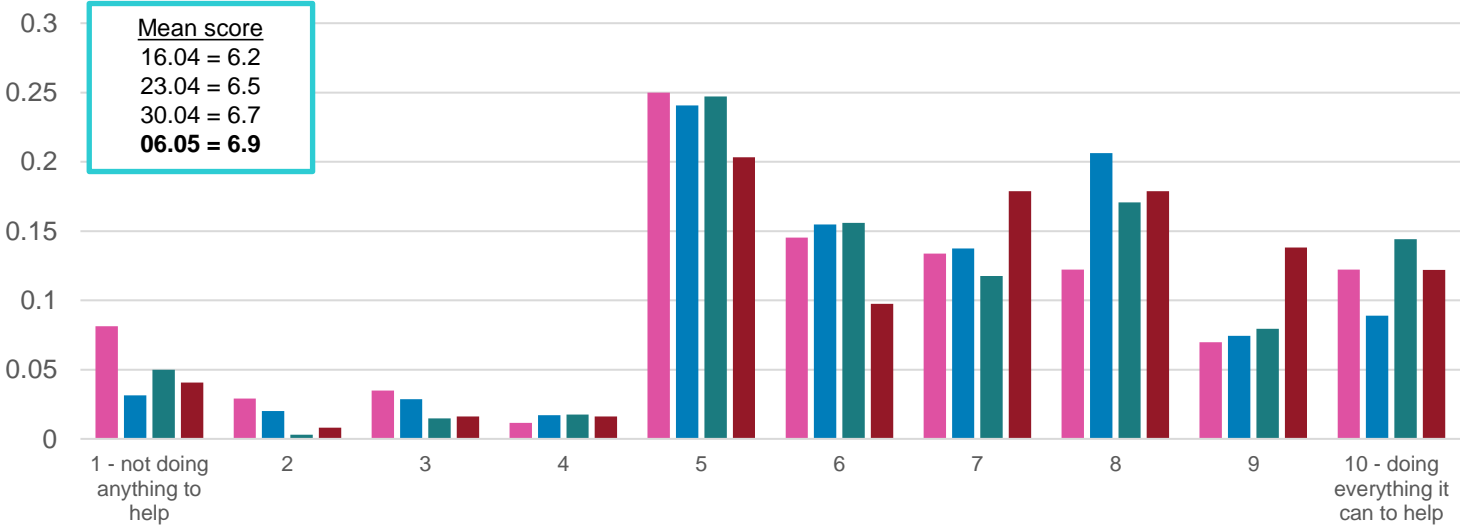
Source: MESH Experience Retail Banking Study
base responses n=123

Question: Are banks doing enough to help customers during the COVID-19 (Coronavirus) pandemic?

Scores for people's own banks helping have increased this week

How much is [your bank] doing, if anything, to help its customers during the COVID-19 (Coronavirus) pandemic?

■ 16.04 ■ 23.04 ■ 30.04 ■ 6.05



Mean score
 16.04 = 6.2
 23.04 = 6.5
 30.04 = 6.7
06.05 = 6.9

Source: MESH Experience Retail Banking Study
 base responses n=123

Question: How much is [your bank] doing, if anything, to help its customers during the COVID-19 (Coronavirus) pandemic?

PRE



Banks have a role to play in providing service, information and help people get back on their feet after the crisis

Better **service** and lower lending rates and better **saving rate**

help us save

I know it's difficult but I **can't contact** my bank to find out why they have stopped a direct debit to a company even though the money is in the account.

making their **branches open for longer** without an appointment system

being **responsible** with their lending and helping out people in trouble

offering **assistance, advice, flexibility**

Mortgage breaks, **helping with credit card debt**

wipe ALL **credit card debt** backdated to the lockdown.

Branch was closed on Saturday and as I work all week I was unable to pay my credit card

Barclays, Fairly Negative, No Difference, Very Relevant

PRE

DIARY

Source: MESH Experience Retail Banking Study
base responses n=123 | Diary n= 454

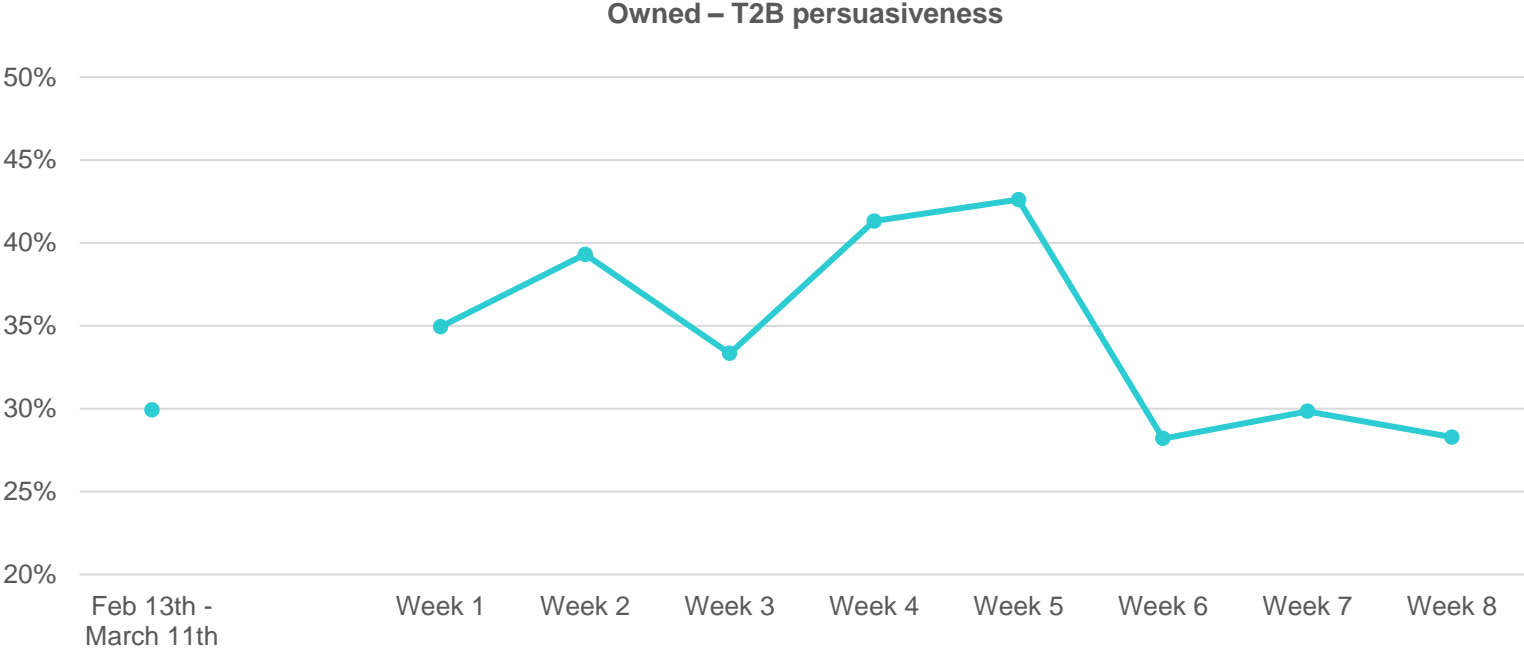
Question: What should banks be doing to help customers during the COVID-19 (Coronavirus) pandemic?

Banks need to differentiate their actions

Mortgage holidays, no fees and extra fraud protection have become industry standards.

The key for banks to attract and retain customers, is to truly differentiate in their actions now.

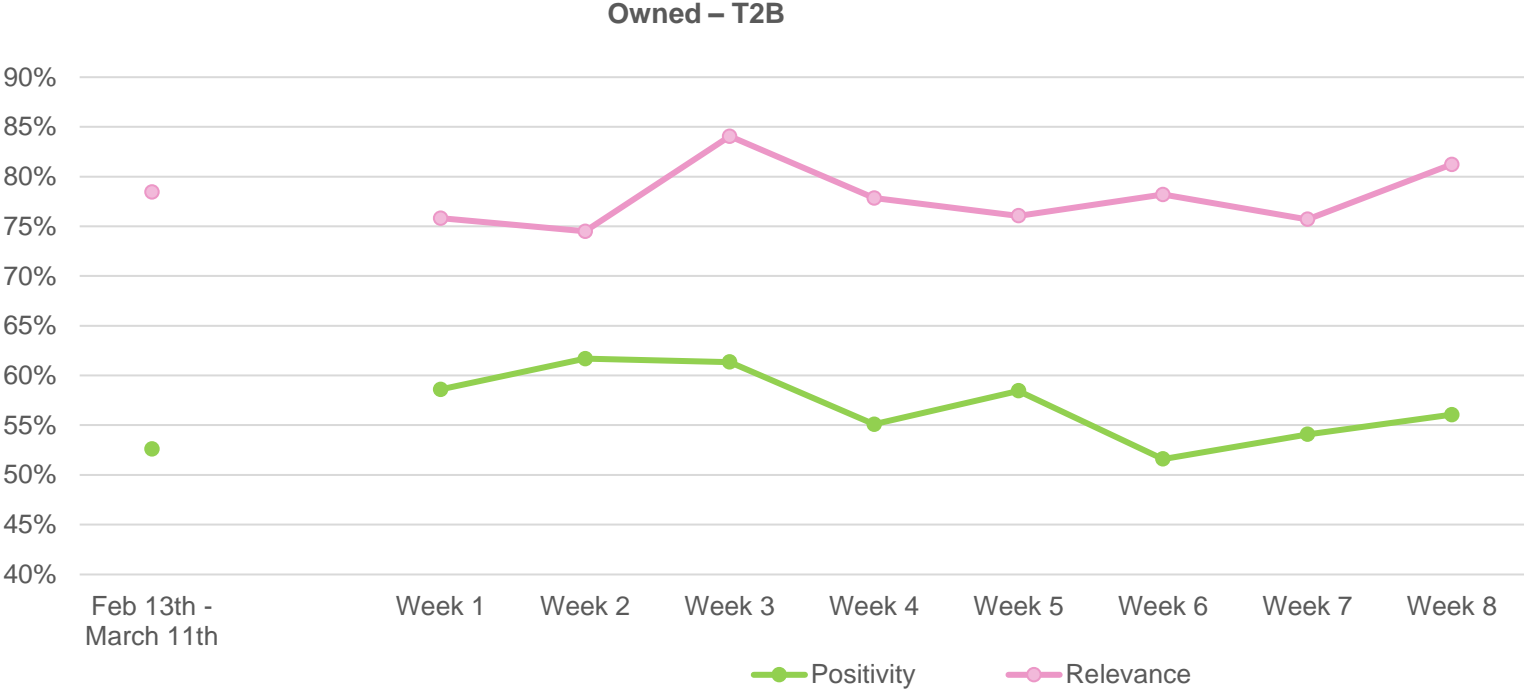
Despite an initial increase, we've seen lower levels of persuasion through owned channels in the past few weeks



DIARY

Source: MESH Experience Retail Banking Study
Week 8: base n= 454
Week 1: 12-18 March | Week 2: 19-25 March | Week 3: 26 March – 01 April | Week 4: 02 – 08 April | Week 5: 09 – 17 April | Week 6: 18-23 April | Week 7: 23-30 | Week 8: 01-06 May

Comms are still well received but, as many banks offer the same measures, its hard for banks to differentiate and drive consideration



The communications do not generate negative feelings, but the uniform approach of the banks fails to generate persuasion

"Bank making sure well informed."

Barclays, Fairly Positive, No Difference, Neutral

*"I received an email from NatWest saying that I had their support, although it didn't really specify in what way... Slightly bemused and, to be honest, a bit annoyed by yet **another communication** from a bank claiming to be on my side, but **not in a concrete way**."*

Neutral, No Difference, Fairly Irrelevant

*"It was an ad reassuring customers of NatWest during the current global pandemic. Slightly more positive towards the bank... but it seems all **financial institutions are doing the same** "*

TV, Fairly Positive, Neutral, No Difference, Fairly Irrelevant

"Email explaining extra support available if needed during coronavirus lockdown and how to find support online. Pleased they are trying to help but worried about people who can't access online services."

Lloyds, Fairly Positive, No Difference, Fairly Irrelevant

"It was a warning about online scams, especially related to COVID-19."

HSBC, Neutral, No Difference, Neutral

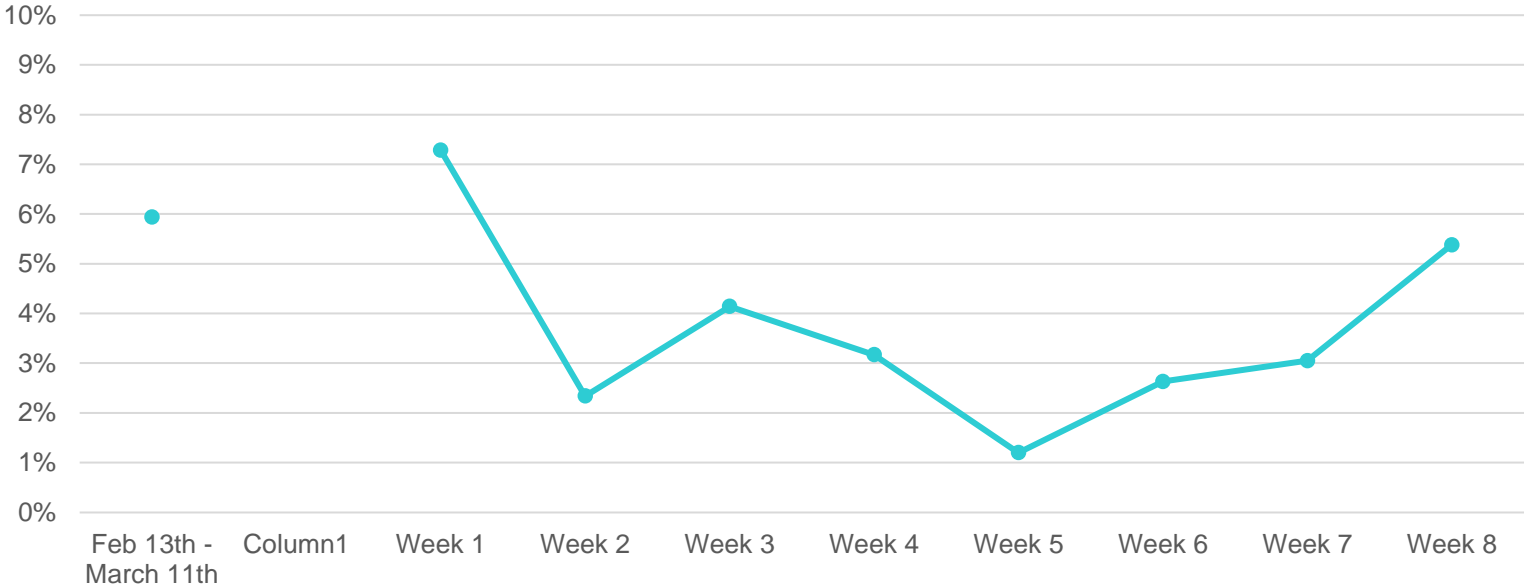
Combat negative news: Re SME loans

Banks are slow in delivering loans to small and medium businesses, which is generating negative PR.

Banks need to demonstrate support for SMEs and be prepared to counteract negative news as the focus starts to shift away from the virus.

After weeks of lower negative earned reach, we've seen a rising trend as new stories aren't as focussed on Coronavirus

Negative Earned Reach



DIARY

Source: MESH Experience Retail Banking Study

Week 8: base n= 454

Week 1: 12-18 March | Week 2: 19-25 March | Week 3: 26 March – 01 April | Week 4: 02 – 08 April | Week 5: 09 – 17 April | Week 6: 18-23 April | Week 7: 23-30 | Week 8: 01-06 May

Problems with SME loans have driven this increase and banks need to watch out and take counteractive measures to avoid negativity

“Reading up on the news in general and saw that Lloyds had failed to pass on loan applications despite instructions from the government. Makes me really mad that lots of people will now suffer because of this ”

Lloyds, Online, Very Negative, Much less likely to choose, Very irrelevant

“Just read that the banks had been swamped with loan applications and were unable to process them because of lack of staff. Ashamed that the banks did not have the measures in place seeing that they knew this was going to happen makes me think of profit before service.”

TSB, Online, Fairly Negative, Much less likely to choose, Fairly Irrelevant

“Read that Barclay's is not processing the bounceback loans, thousands of people are unable to apply for the loan.”

Barclays, Online, Very Negative, Much less likely to choose, Fairly Irrelevant

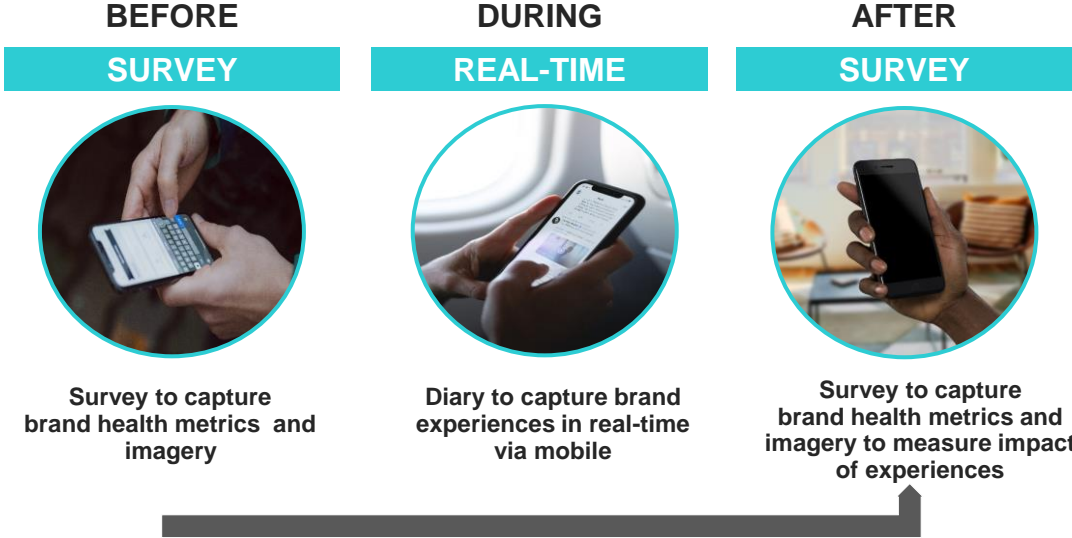
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APPENDIX



Real-time Experience Tracking (RET): Methodology



Experience Maximizer to identify touchpoint impact

“A new tool radically improves marketing research.”



MESH Experience is a data, analytics and insight company working with Fortune 500 organizations, like Delta Air Lines and LG Electronics. We believe that brands today should take an Experience Driven Marketing approach, looking through the eyes of the customer to understand all paid, owned and earned brand encounters. Our proprietary methodologies, datasets and models help us give clients faster and better advice on how to optimize their marketing investment. Real-time Experience Tracking (RET) was described by Harvard Business Review as “a new tool (that) radically improves marketing research

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