



The evolution of trust in the age of digital finance

We're witnessing a tremendous shift in the financial services space with widespread adoption of "disruptor" brands – digital-first products and services that leverage the latest technology to make customers' lives easier. Their commitment to meeting customer needs is transforming the way that financial services brands build trust with consumers and elevating their expectations of banks, insurers, and payments providers. The uncertainty that has arisen out of the COVID-19 pandemic has set the stage for a dramatic acceleration of these trends.

75% of consumers already use disruptor brands¹ and **millions** have made them their primary provider:



6.3 M

primary provider adopters in **Payments**



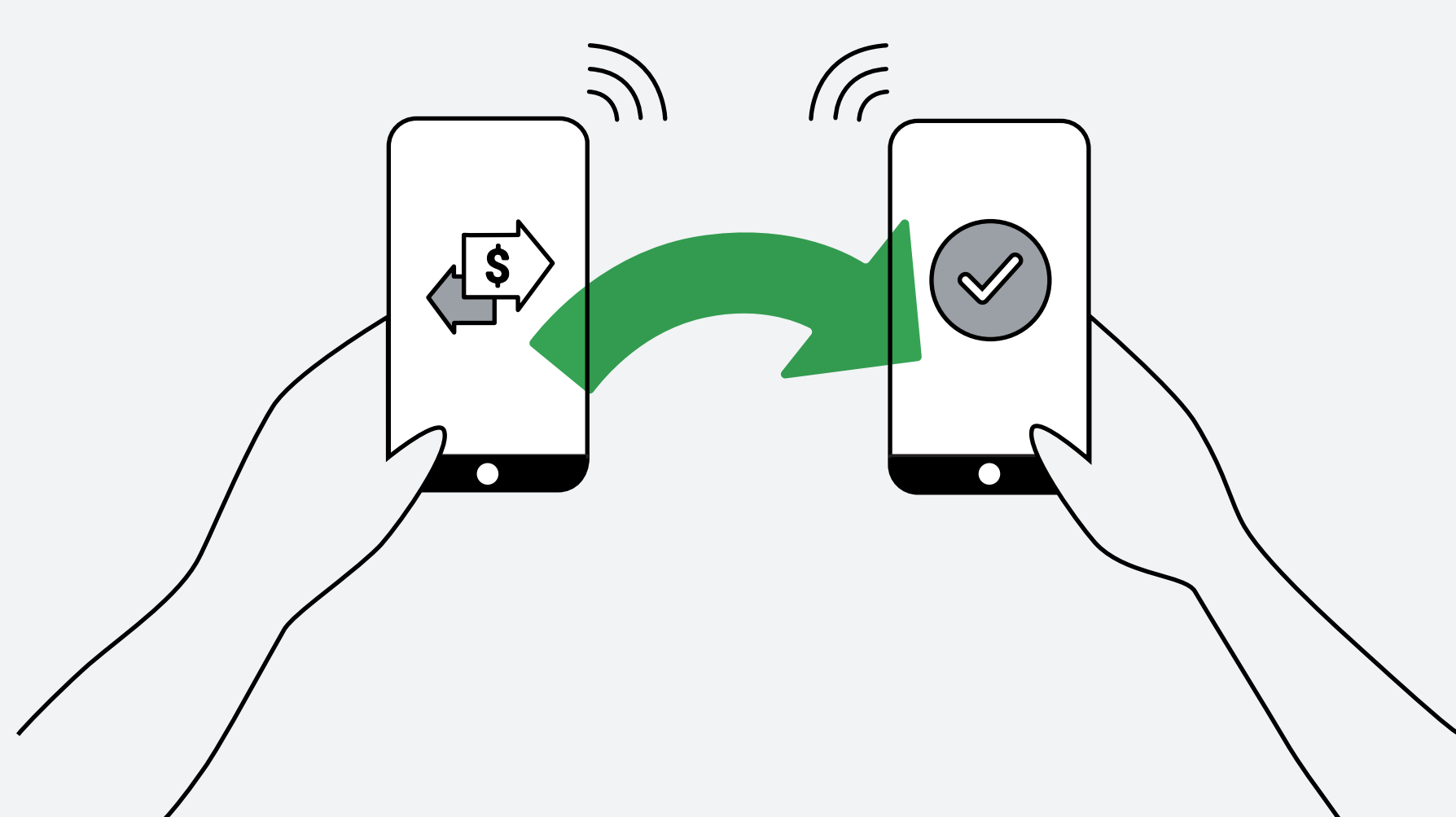
6.3 M

primary provider adopters in **Banking & Investments**



2.5 M

primary provider adopters in **P&C Insurance**



Disruptors are redefining trustworthiness and raising the bar across the industry.

The implicit signals of trust are changing – from long-standing marble institutions to great experiences with products and features that show the brand understands and cares about its customers' needs.



77%

of all financial consumers believe that **disruptor brands are developing the most innovative products and features?**



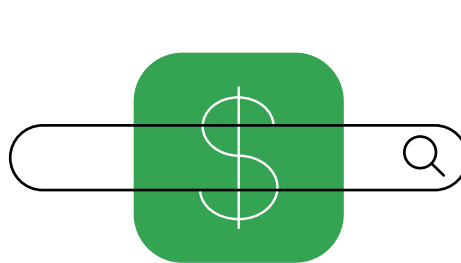
80%

of earlier adopters believe that **disruptors care about making their financial life easier?**

There is an early wave of adopters, who are excited to experiment with new services.

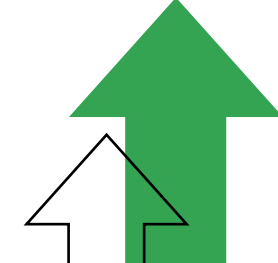
They try more new products and services...

...which raises expectations beyond what traditional brands currently



76%

of early adopters will explore a new financial service if they believe it offers better products or features than their current provider.⁴



70%

say their experiences with banking disruptors have caused them to expect more from other providers.⁵

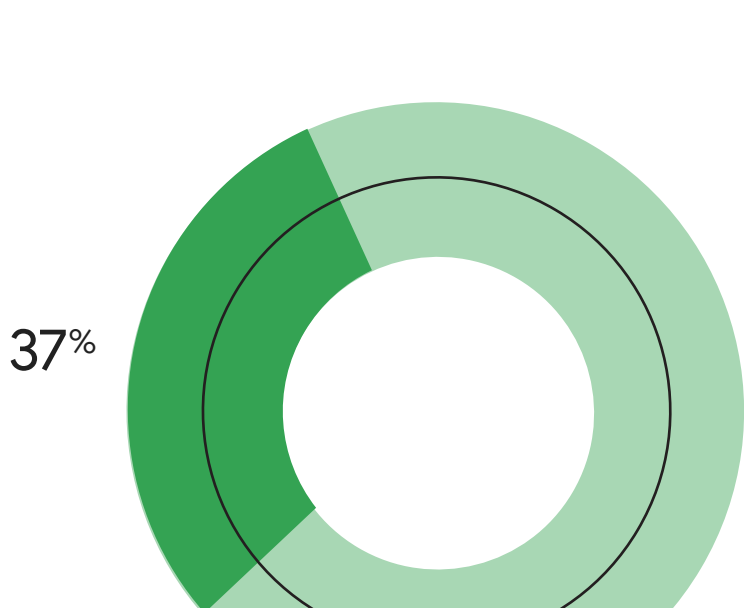


COVID-19 is motivating an increase in experimentation

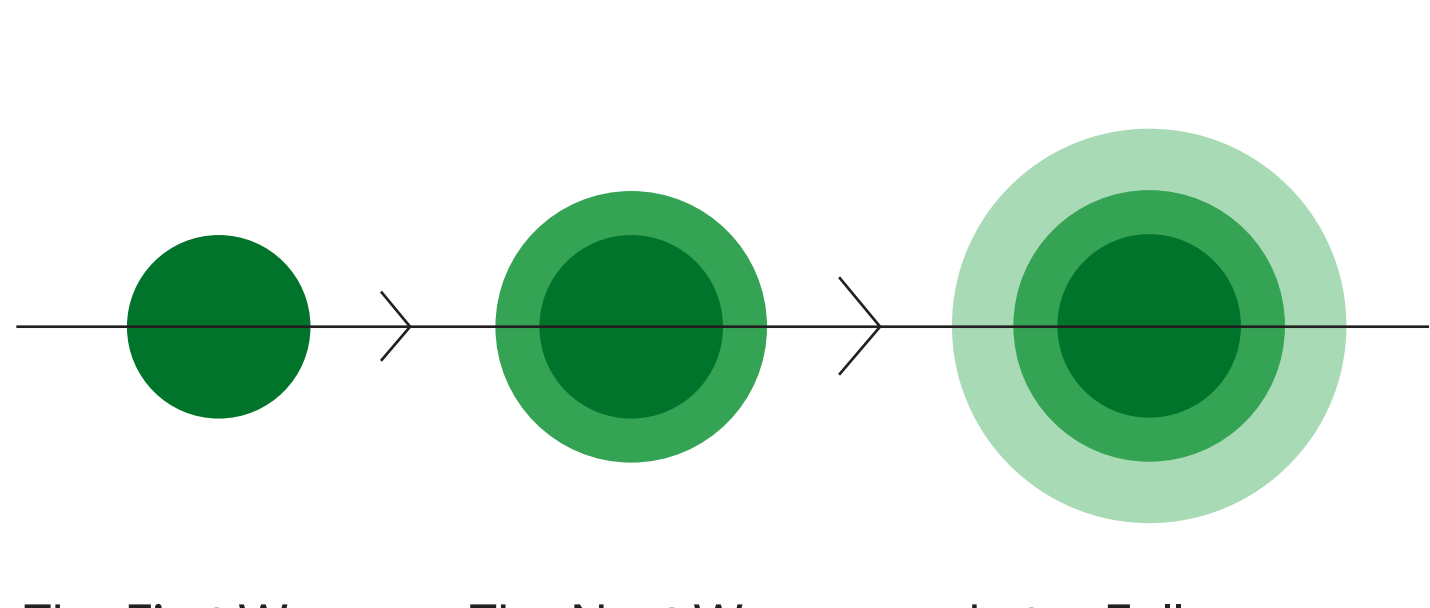
61%

see economic uncertainty as a reason to switch providers⁶

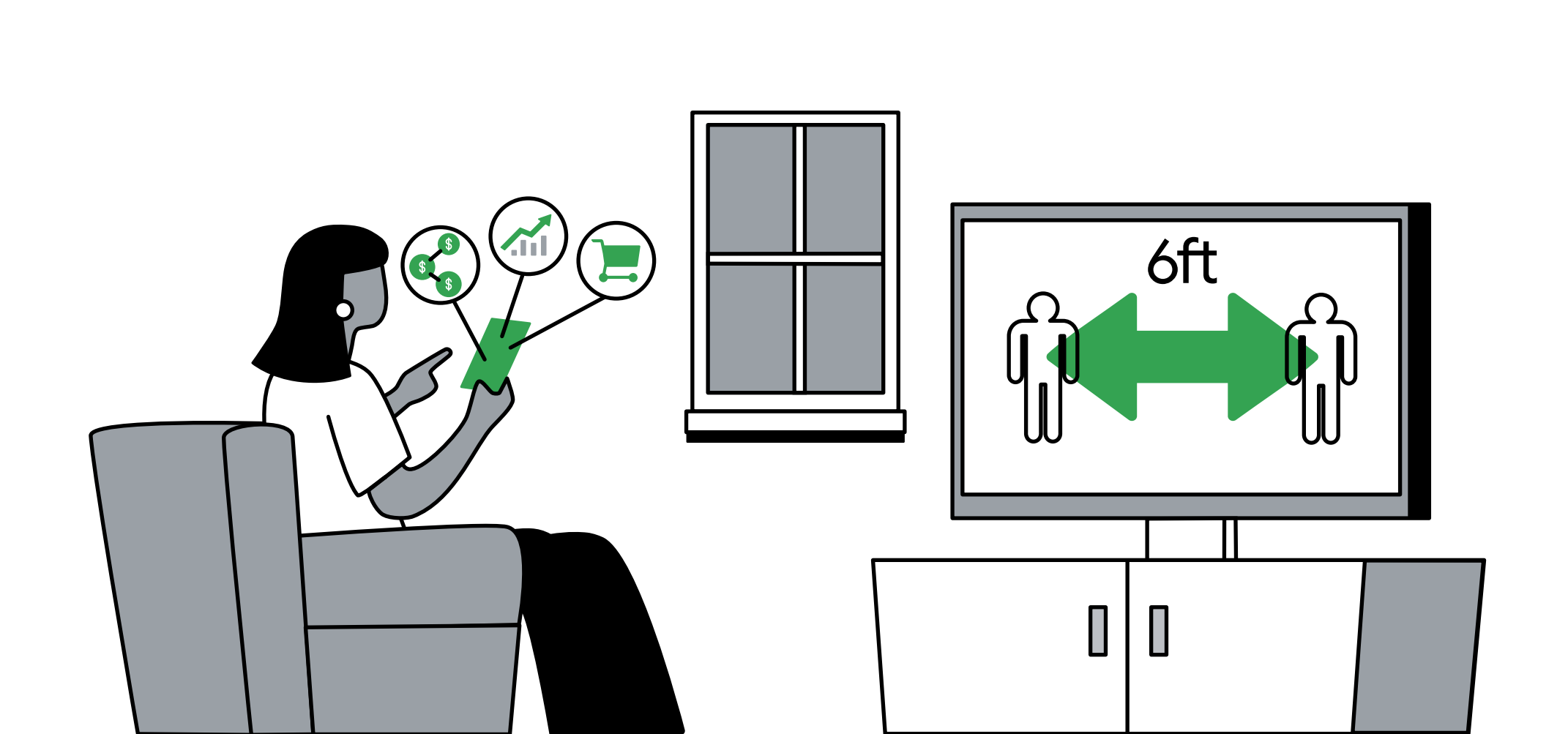
This group of earlier adopters wield enormous influence.



They make up more than 1/3 of the market – that's **46.5 Million consumers in the US.**⁷



And their opinions are **particularly influential with mainstream consumers.** They are **1.6x** more likely to be a trusted source of financial advice to their friends and family than the mainstream is.⁸



This pattern of adoption accelerates as social distancing provides extra incentive for all consumers to try digital-first tools.

In the end, early adopters and mainstream financial decision makers want and need the same things. **The future of the industry will be shaped by brands that build experiences deserving of consumers' trust.**



Sources

¹ Google-commissioned Known study of household financial decision makers. Base n=6,025. Disruption adopters defined by the financial services they currently use. March-April 2020.
² Google-commissioned Known study of household financial decision makers. Base n=6,025. Question text: "How much do you agree with the following statement for new financial products and service providers? They are developing the most innovative products and features". Five point scale, top two box reporting. March-April 2020.
³ Google-commissioned Known study of household financial decision makers. Earlier Adopters n=2,164. Question text: "How much do you agree with the following statement for new financial platforms and service providers? They care about making my financial life easier". Five point scale, top two box reporting. March-April 2020.
⁴ Google-commissioned Known study of household financial decision makers. Earlier Adopters n=2,164. Question text: "Please select the statement that best reflects your opinion: I explore new financial service if - My current provider does not have a similar offering vs. Neutral vs. The new offering promises a better product/features". March-April 2020.
⁵ Google-commissioned Known study of household financial decision makers. Earlier Adopters - Banking Deep Dive n=238. Question text: "How much do you agree with the following statement? My experience using these platforms has made me expect more from my other financial services providers". March-April 2020.
⁶ Google-commissioned Known study of household financial decision makers. Earlier Adopters n=2,164. Question text: "Please select the statement that best reflects your opinion: If something happened that made me feel less secure about my finances I would want to - Stay with my provider vs. Neutral vs. Switch my provider". March-April 2020.
⁷ Google-commissioned Known study of household financial decision makers. Base n=6,025. Latent Class Analysis performed to cluster consumers with highest propensity to adopt disruptor brands. March-April 2020.
⁸ Google-commissioned Known study of household financial decision makers. Base n=6,025. Question text: "My family/friends often ask for and trust my advice on this topic - Finances". March-April 2020.