



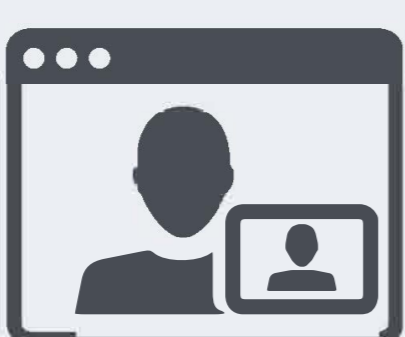
Vidyo®

# Vidyo Banking Report 2018

## Why Video Banking Is On The Rise

### Consumers Love Video Banking

85%



#### Online Video Banking

85% of consumers who took part in an online video banking session would be willing to use it again.<sup>1</sup>

90%



#### In-Branch Video Banking

90% of consumers who took part in an in-branch video banking session would be willing to use it again.<sup>1</sup>



### So Do Financial Services Professionals

75%



#### Better Outcomes

75% of financial services professionals say that the outcomes of their video banking services are either as expected or better than expected.<sup>2</sup>

77%



#### Higher Sales

77% of financial services professionals say that the sales close rate is higher than or equivalent to that of other channels.<sup>2</sup>

97%



#### Higher NPS

97% of financial services professionals say that the Net Promoter Score is higher than or equivalent to that of other channels.<sup>2</sup>



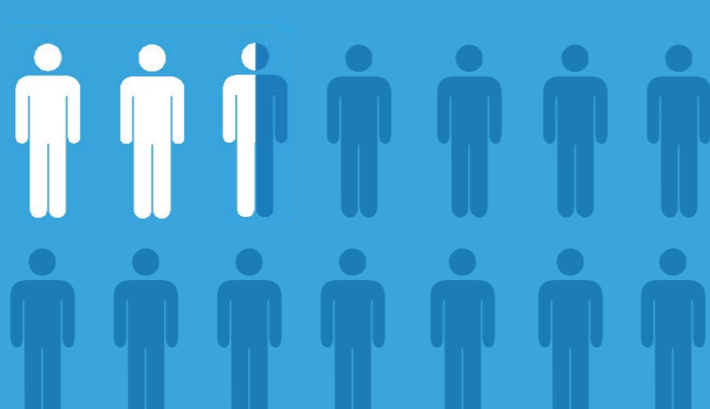
### And A Bigger Opportunity Lies Ahead

#### Video Banking is Still in its Infancy

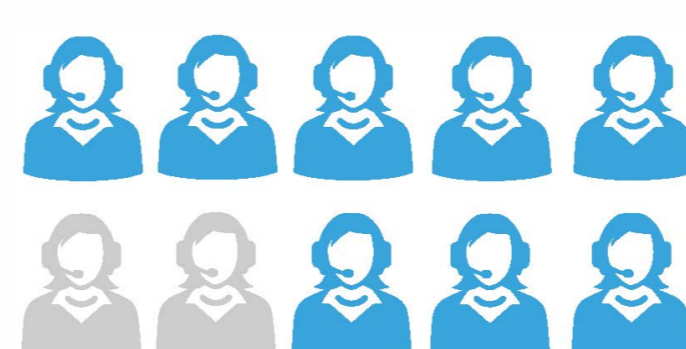


Fewer than 20% of financial services organizations already have a fully operational service.<sup>2</sup>

Only 15% of consumers have ever been invited to take part in a video banking session.<sup>1</sup>

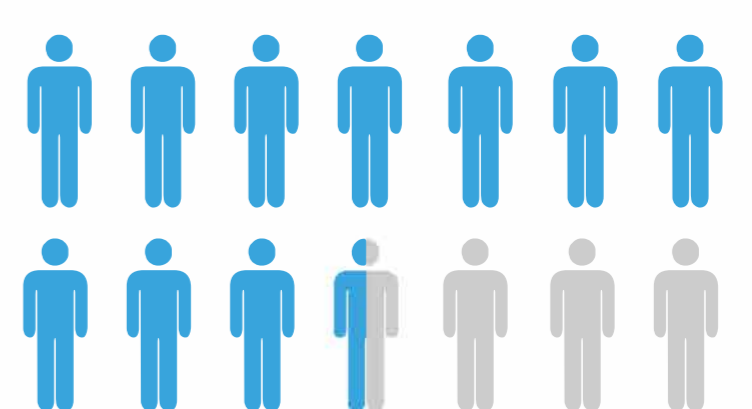


#### But Expect Mass Adoption



82% of financial services professionals already offer or plan to offer video banking.<sup>2</sup>

Nearly 1/3 of consumers who have ever been invited to participate in a video banking session agreed to take part.<sup>1</sup>



Willingness to use video banking is similar across all individuals, regardless of age, gender, social class, or working status.<sup>1</sup>



**READ THE FULL REPORT**  
<https://enghousefinancial.technology/>

Sources:

- 1. Omnibus survey of 4,144 consumers run through Kantar TNS in the U.S., Great Britain, France, and Germany, Q1 2018
- 2. Online survey of 288 financial services professionals in 43 countries, Q1 2018

