

The customer connection: insights into banking communications.

Your customers rely on your communications to feel informed, supported, and connected. They value your communications, and they want to hear from you. Whether it's a monthly statement or a critical tax document, every message you send helps build trust and strengthen your relationship with them.

The insights below come from a Computershare survey of 500 U.S. banking customers and their attitudes to the communications they receive from their banking provider.

78% of customers value communications from their banking provider.

 82%
Female

 74%
Male

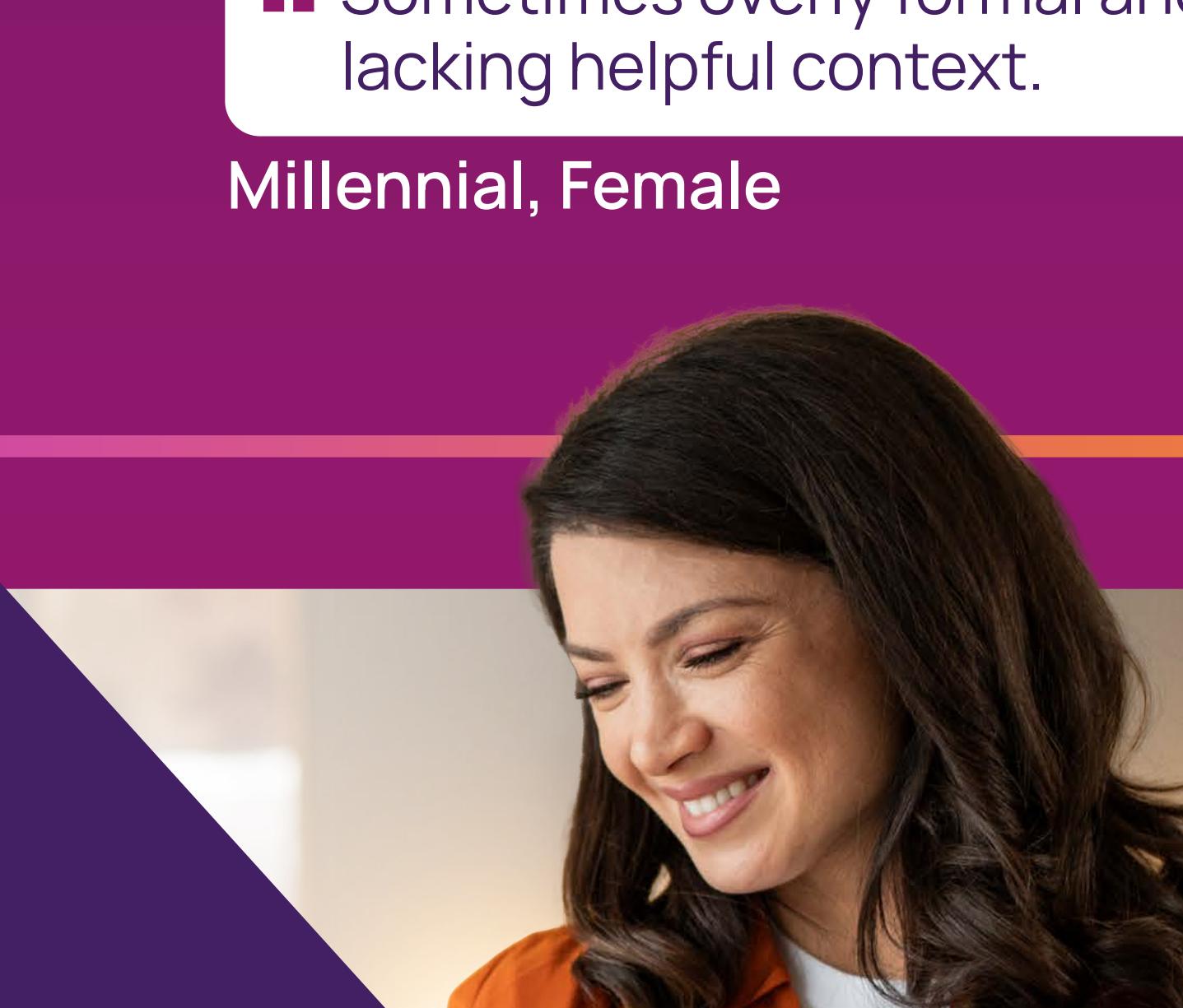
73%
Gen Z

82%
Millennials

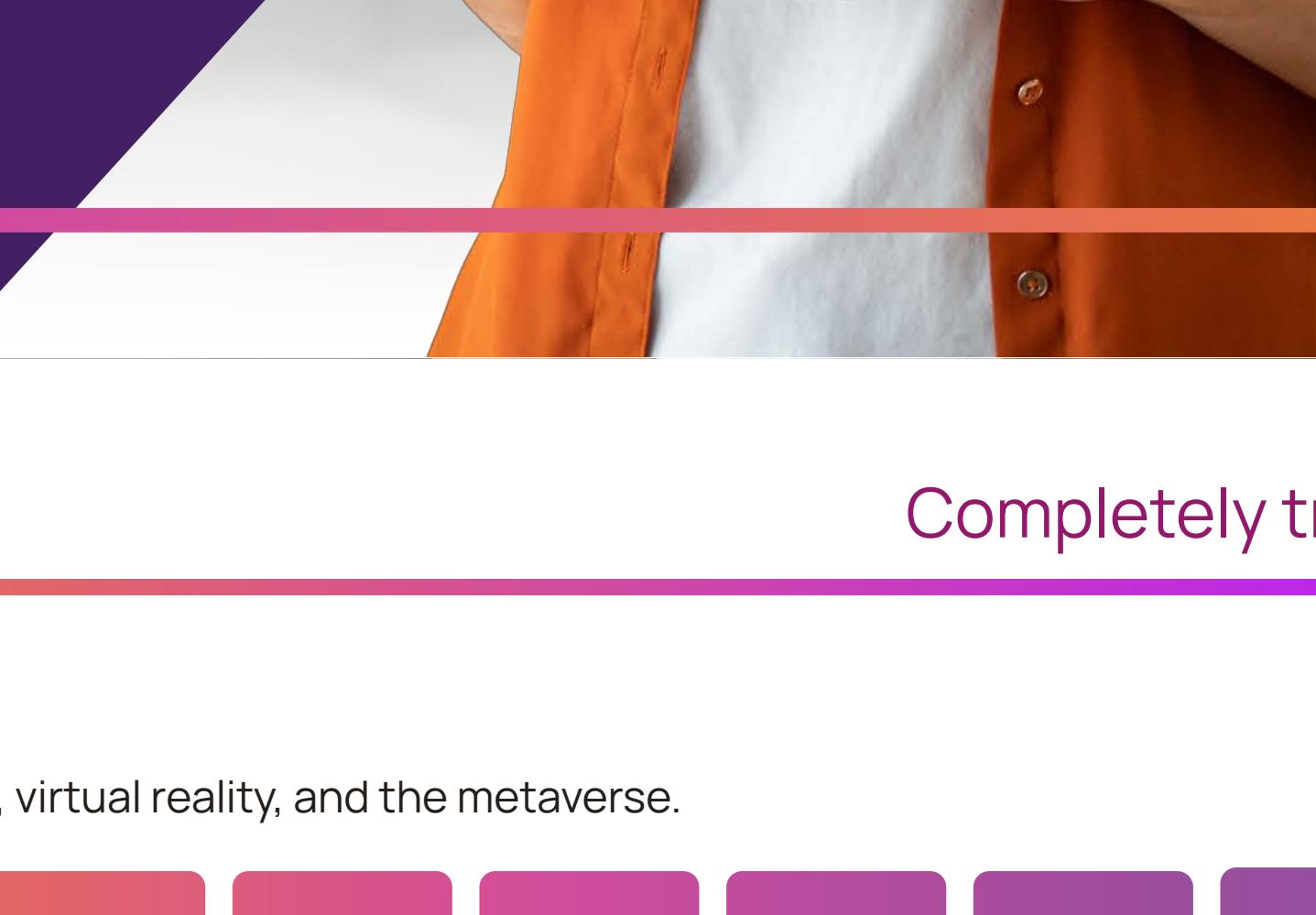
76%
Gen X

84%
Boomers

How do banking customers currently receive communications?



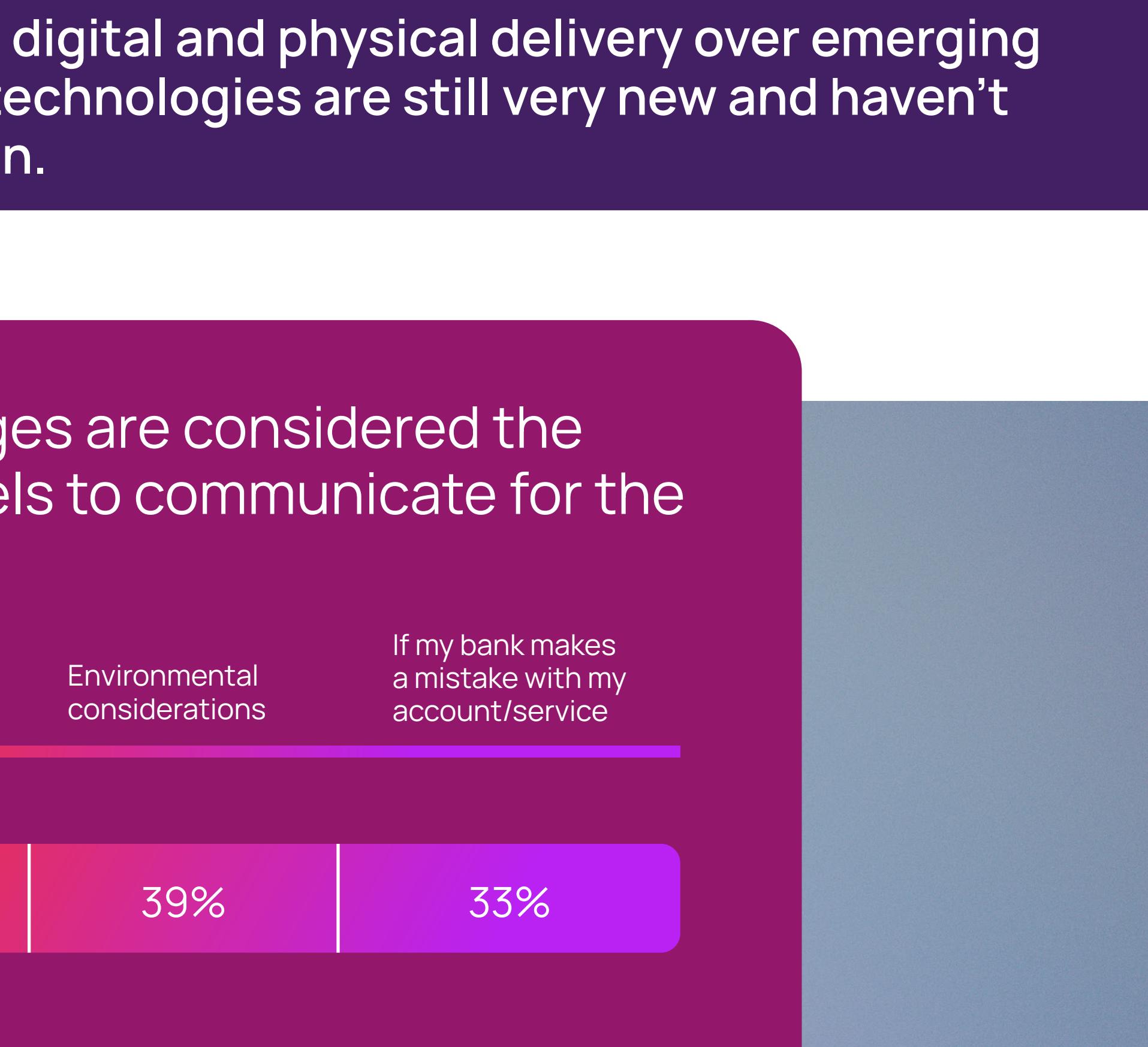
What are their preferred communication channels?



Most important communication channel by generation

While all generations think email is the most important channel, younger generations prefer all digital communications while older generations still feel physical mail is important.

Gen Z Millennials Gen X Boomers



Here's what customers had to say about communications from financial institutions:

"I am finding essential communications I receive from my bank clear and helpful, but I'd appreciate if they were a bit more personal and less robotic."

Gen X, Male

"The communications are very helpful and give me lots of information about my account and keep me up to date with alerts that help me manage my information."

Gen X, Female

Although most consumers are satisfied with their banking communications, there are some things they wish their financial institutions would change.

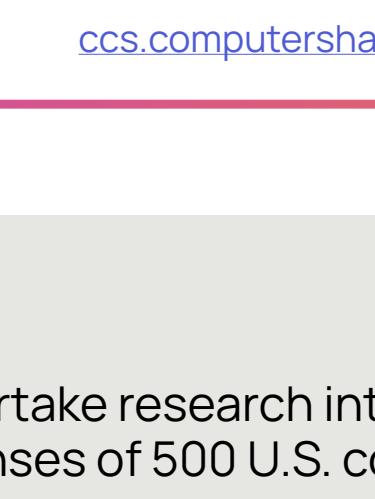
"Very generic and full of sales material."

Gen Z, Female

"Sometimes overly formal and lacking helpful context."

Millennial, Female

Enhance your communications.



Get in touch to learn how we can transform your communications by scanning the QR code or visiting www.computershare.com

Survey details: Computershare engaged Dynata to undertake research into consumer attitudes towards transactional communications. The information presented focuses on the survey responses of 500 U.S. consumers aged 18-69 years. The data was collected in May, 2025.

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