

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

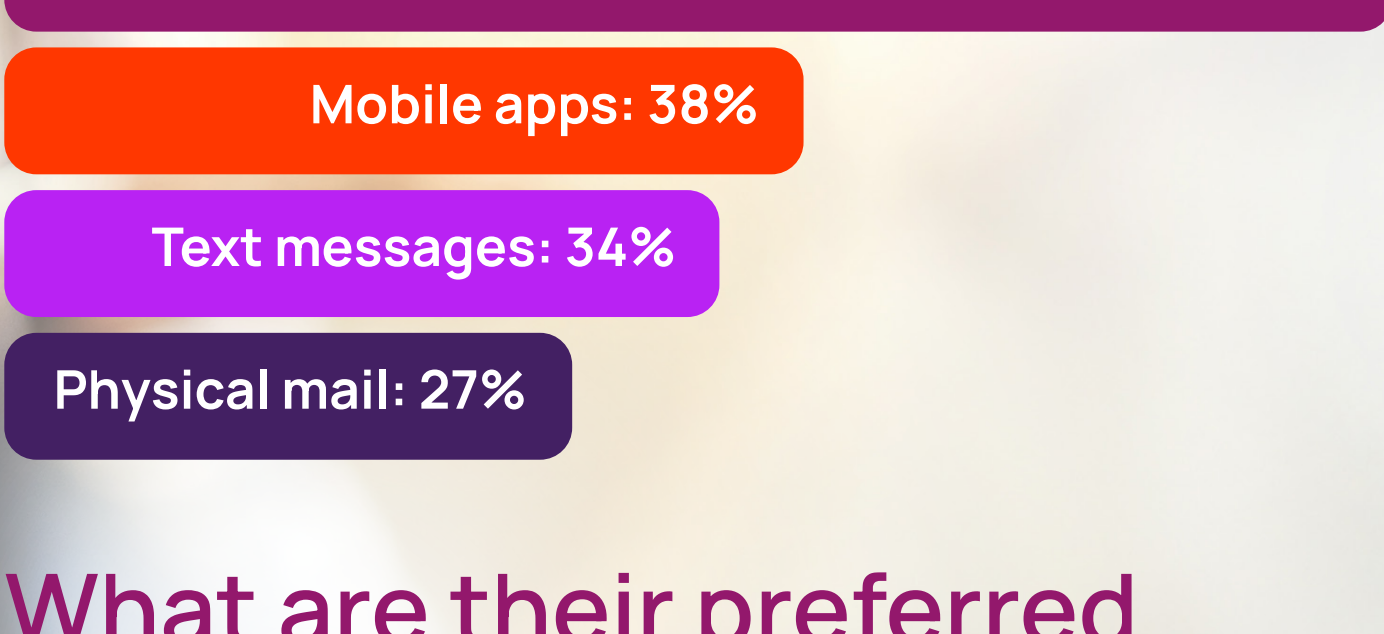
76%

Gen X

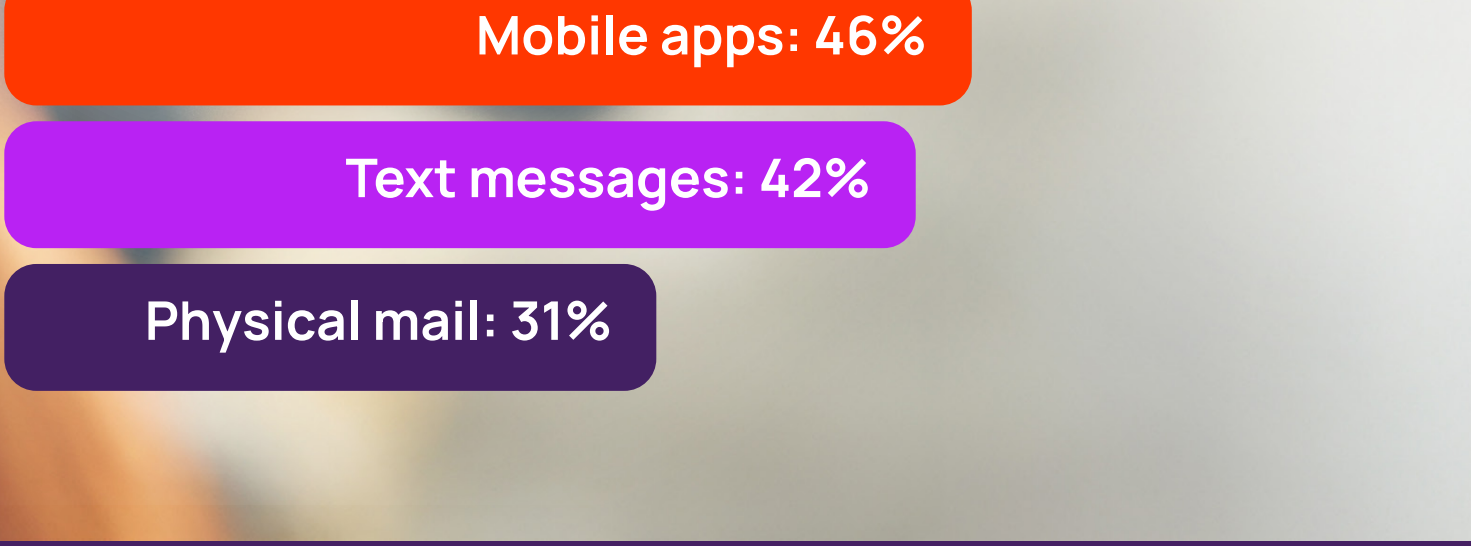
84%

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
1	Email 34%	Email 35%	Email 40%	Email 38%
2	Mobile apps 22%	Mobile apps 28%	Mobile apps 22%	Physical mail 24%
3	Text messages 16%	Text messages 13%	Physical mail 14%	Text messages 14%

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

What level of trust do consumers have receiving essential communications via each of the following channels?



Don't trust at all

Completely trust

Emerging tech

Emerging technologies include augmented reality, virtual reality, and the metaverse.



Digital



Physical delivery



Most customers trust digital and physical delivery over emerging technologies. These technologies are still very new and haven't reached peak adoption.

Email and text messages are considered the most effective channels to communicate for the below purposes.

	Security and electronic fraud alert	Protecting my personal data	Environmental considerations	If my bank makes a mistake with my account/service
Email	29%	31%	39%	33%
Text messages	37%	23%	17%	25%

Interestingly, these statistics reveal consumers trust digital delivery methods, even though those same delivery methods are the ones hackers and criminals use to carry out fraud.

Survey participants

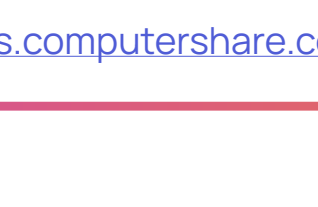
- 25% Gen Z
1995 - 2008
- 25% Millennials
1981 - 1994
- 25% Gen X
1965 - 1980
- 25% Boomers
1955 - 1964

We are Computershare

At Computershare, we turn our client's complex data into clear, compliant communications that build trust and drive results. With deep expertise across regulated industries, we know what's at stake when every message matters. For over 30 years, we've worked with some of the world's most recognized brands, delivering their communications accurately, securely, and on time.

From strategy, design, and composition to multi-channel delivery and digital archiving, our comprehensive solutions help you engage customers, build stronger relationships, reduce risk, and deliver measurable business outcomes. When communications are critical, clients trust us to deliver confidence in every communication.

Enhance your communications.



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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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