



The customer connection: insights into banking communications





Executive summary

One of the vital components of a customer relationship is communication.

Accurate, timely, relevant communications provided to your customers through their preferred channel build trust. Moreover, they feel confident in their choice of financial institutions.

Computershare recently conducted a survey of 500 American consumers aged 18-69 years. We asked respondents how they felt about communications from their financial institutions, how they receive such communications, and their thoughts on emerging technologies.

Key takeaways

By meeting customers' expectations and understanding their preferences, you can continue to build trust and long-lasting, profitable relationships.

The insights in this report shed light on important consumer behavior patterns.

- 1 The customers who are happy with their banking communications appreciate their timeliness, accuracy, and the relevance of the information.
- 2 In contrast, dissatisfied customers don't like irrelevant marketing information and jargon.

Customer preferences and satisfaction with banking communications



78% of customers find communications from financial institutions valuable.



82% of customers are satisfied with how they receive banking communications.



66% of customers receive their communications by email, making this the most popular delivery channel.

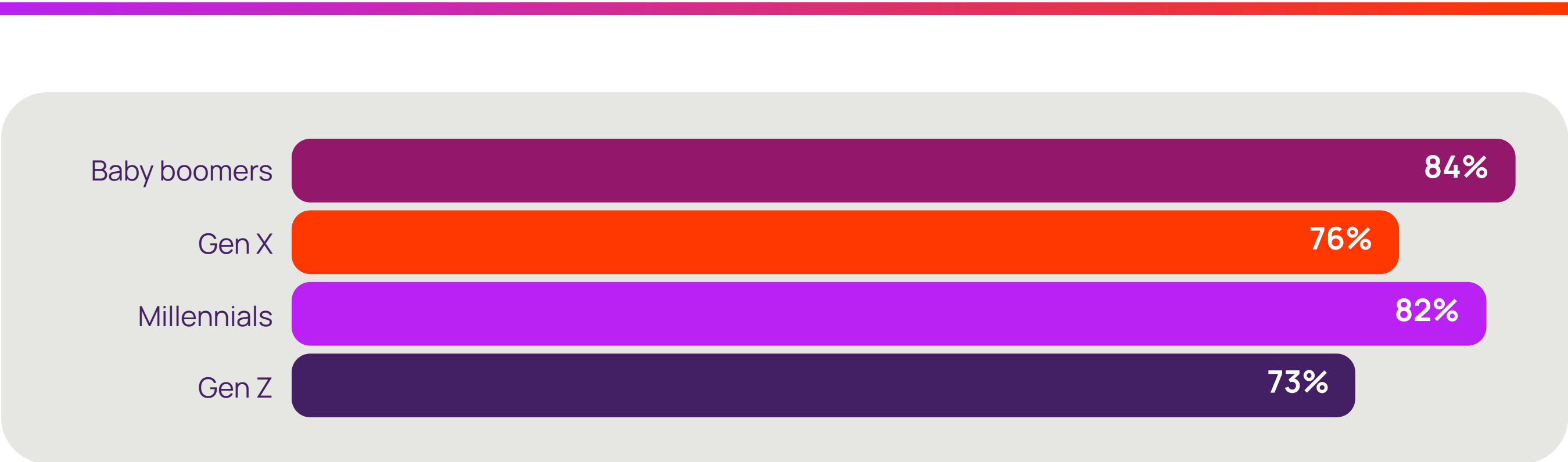
Banking customers value communications

Our survey shows that 78% of customers value communications from financial institutions, down slightly from 82% in 2024.

Among the four age demographics surveyed (Baby Boomers, Gen X, Millennials, and Gen Z), respondents gave high ratings for the value of communications from financial institutions. At 84%, Baby Boomers see the most value in these communications, with Millennials not far behind at 82%.

Percentage of customers that value communications from financial institutions

78% of customers value communications from their banking provider.

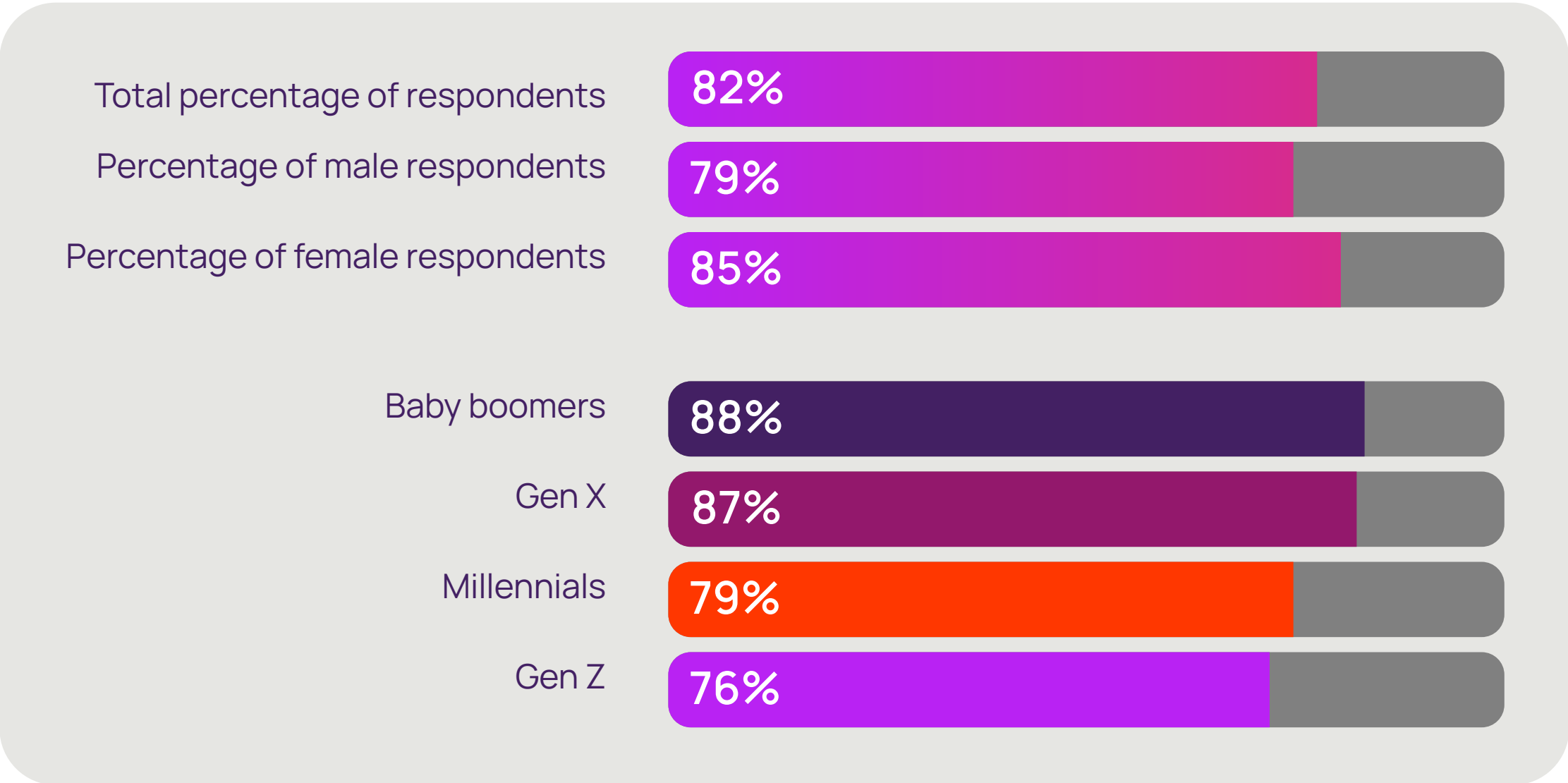


Consumers are satisfied with how they receive communications

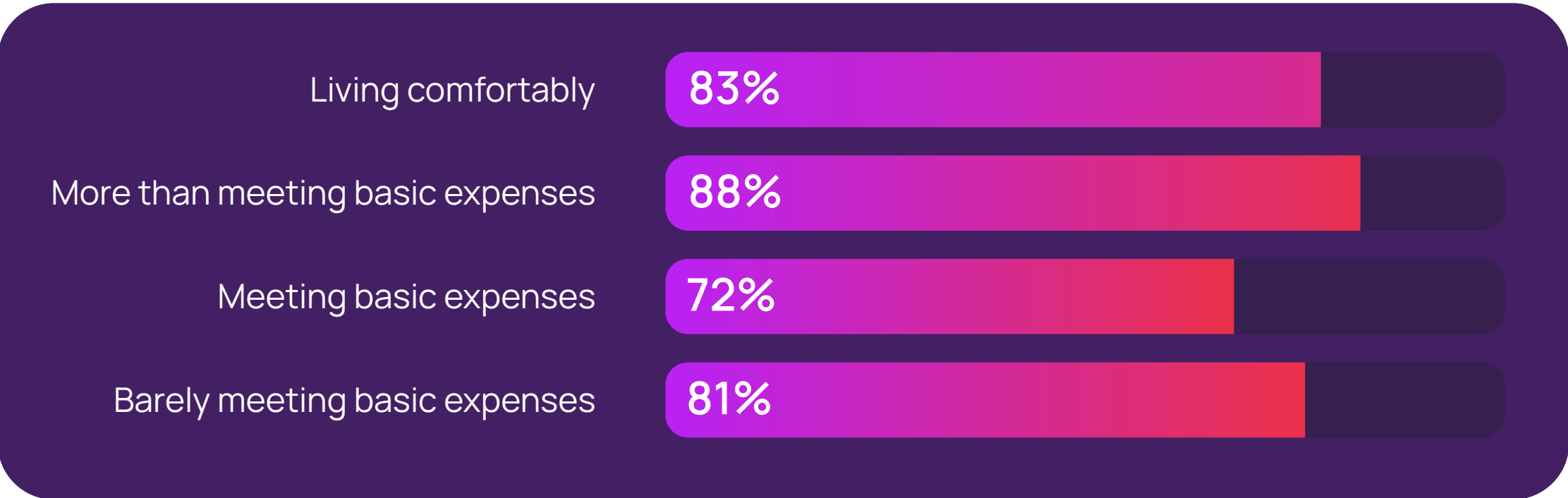
A majority – 82% – of customers are satisfied with how they currently receive communications from their financial institutions. Older age demographics are the most satisfied – 88% of Baby Boomers and 87% of Gen X like how financial institutions deliver communications. Baby Boomers and Gen X are more likely to develop long-term relationships with their financial institutions, so it makes sense that if they're happy with these organizations, they'll be happy with the way they're receiving communications from them.

Additionally, people with a higher socioeconomic background are more satisfied with how they receive communications from their banking provider; 83% of people who live comfortably and 88% who can meet their basic expenses with a bit to spare are the most satisfied. Their satisfaction likely lies in their accumulated wealth. When you have a comfortable nest egg, you want to hear from your provider about how your money is performing and won't find it a source of stress

Level of customer satisfaction with banking communications



Socioeconomic factors influencing customer satisfaction



How do banking customers receive communications

Most people receive their communications via email (66%). Mobile apps and text messages are also popular options (38% and 34%, respectively), while 27% of respondents receive their communications through physical mail. Only 18% use a self-service portal to receive communications.

Email is the dominant communication channel, but younger generations have a much stronger preference for text and mobile apps. Forty percent of Millennials and 46% of Gen Z receive banking communications via text. In addition, 51% of Millennials and 42% of Gen Z use mobile apps. In contrast, 36% of Baby Boomers feel the most comfortable with physical mail, while only 26% of this generation uses mobile apps, and 20% use texts to receive communications from their financial institutions. This finding isn't surprising. Millennials and Gen Z have grown up with digital communications, while Baby Boomers trust the familiarity of physical communication.

How customers currently receive their communications by gender

	Total	Male	Female
Email	66%	70%	61%
Text/SMS	34%	35%	34%
Mobile apps	38%	37%	40%
Print/mail	27%	28%	26%
Self-service portal	18%	17%	20%

How customers currently receive their communications by generation

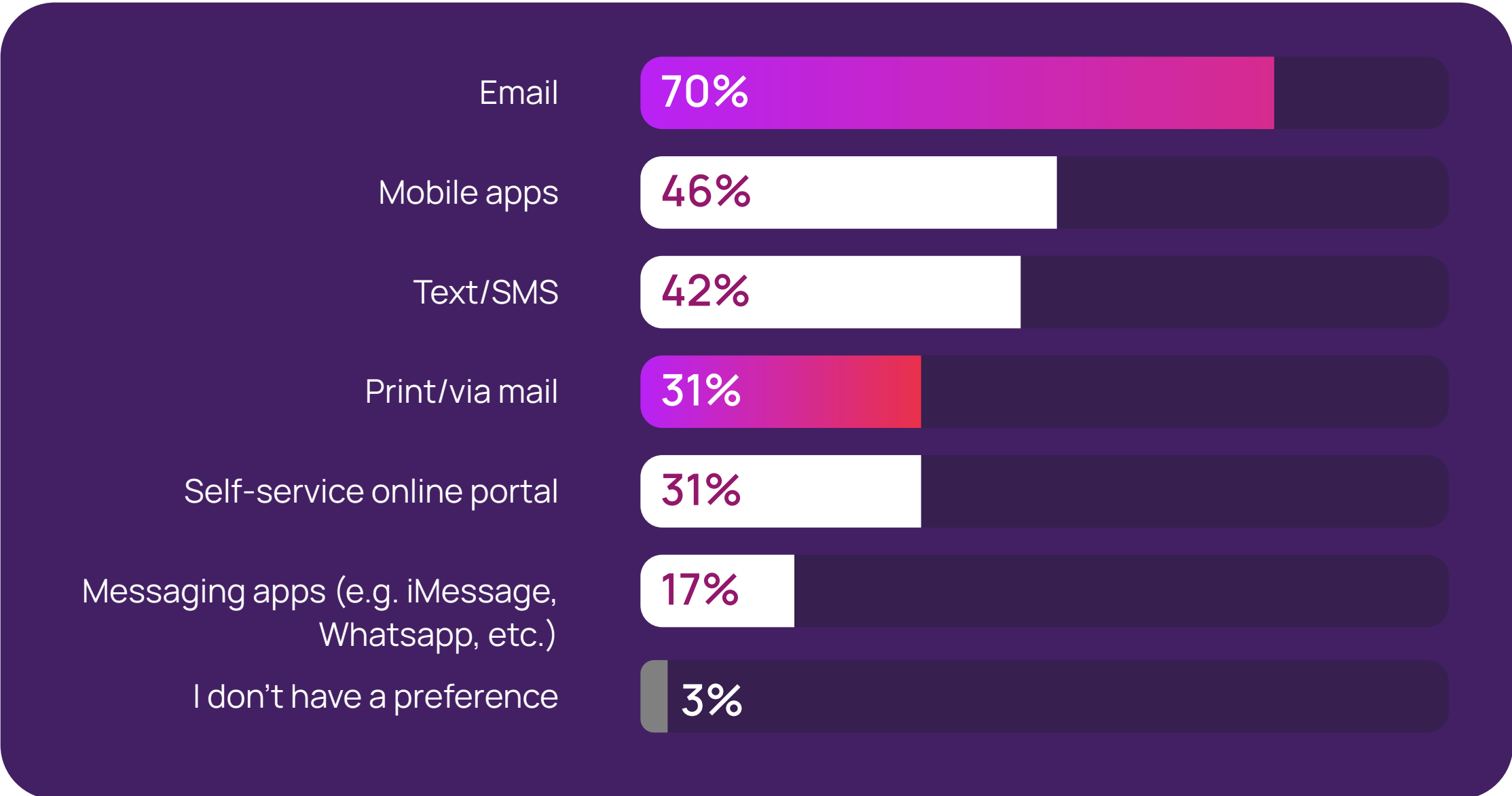
	Baby boomers	Gen X	Millennials	Gen Z
Email	66%	61%	67%	68%
Text/SMS	20%	27%	40%	46%
Mobile apps	26%	33%	51%	42%
Print/mail	36%	26%	23%	24%
Self-service portal	18%	17%	19%	18%

What are the preferred channels?

When asked how they would prefer to receive communications from their financial institutions, email was still the preferred channel of choice, at 70%. Mobile apps (46%) and text messages (42%) rounded out the top three, indicating more consumers would like these options offered by their financial institutions.

However, physical mail is in the top four, at 31%. Older generations still trust and rely on the postal service, which means you shouldn't overlook this delivery channel.

Customer preferences for receiving financial communications



Why do people prefer email and text messages?

Survey respondents find email and text messages to be the most effective delivery channel for a variety of reasons:

- > They believe it's the best way to deliver security and electronic fraud activity alerts.
- > These channels are better at protecting personal data.
- > Email and text messaging are the most environmentally friendly.
- > Consumers see these channels as the best way to learn if their bank has made a mistake.

Younger generations (Gen X, Millennials and Gen Z) in particular prefer email and text because it's instant communication. They don't have to wait for the mail to arrive to find out there's an issue with their bank account.

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

Here's why consumers trust email and text messaging so much:



They've become normal – everyone uses them to communicate, so consumers think they're safe.



Customers of financial institutions underestimate the risk of falling prey to phishing attacks through email and text.



Consumers overestimate basic security measures, especially when it comes to their email services provider (ESP). They think their ESP has stronger security measures in place than they do.

Consumer priorities and trust in digital communication channels

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%



In their own words

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

“ 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.

“ They are helpful because they keep me updated on ways to save money and other financial resources that may be helpful for me in the future.

“ I find the essential communications from my bank to be meeting my needs quite effectively.

“ The essential communications from my bank meet my needs.

“ Sent with good timing and frequency.

What consumers don't like

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

Survey respondents commented that communications were sometimes too sales-oriented, infrequent or irrelevant to their needs.

“ Very generic and full of sales material.

“ Infrequent and lackluster.

“ Sometimes overly formal and lacking helpful context.

Marketing with meaning: personalization over promotion

How can you avoid these negative customer sentiments?
Market with caution.

It's tempting to view every communication as a marketing and cross-sell opportunity, but you run the risk of alienating customers. Market what is valuable to that specific consumer, utilizing targeted marketing the right way adds value. Generic marketing to consumers who may already have that product or service or have no need for that product or service creates a disconnect between the financial institution and consumer. If you're going to include marketing messages in communications, it's best to personalize those messages so they're relevant to the customer.

Consumers want their communications delivered to them through the channels that they are comfortable with. Make sure that each communication is sent through their channel of choice and that the communications are relevant and targeted to the customer's needs.

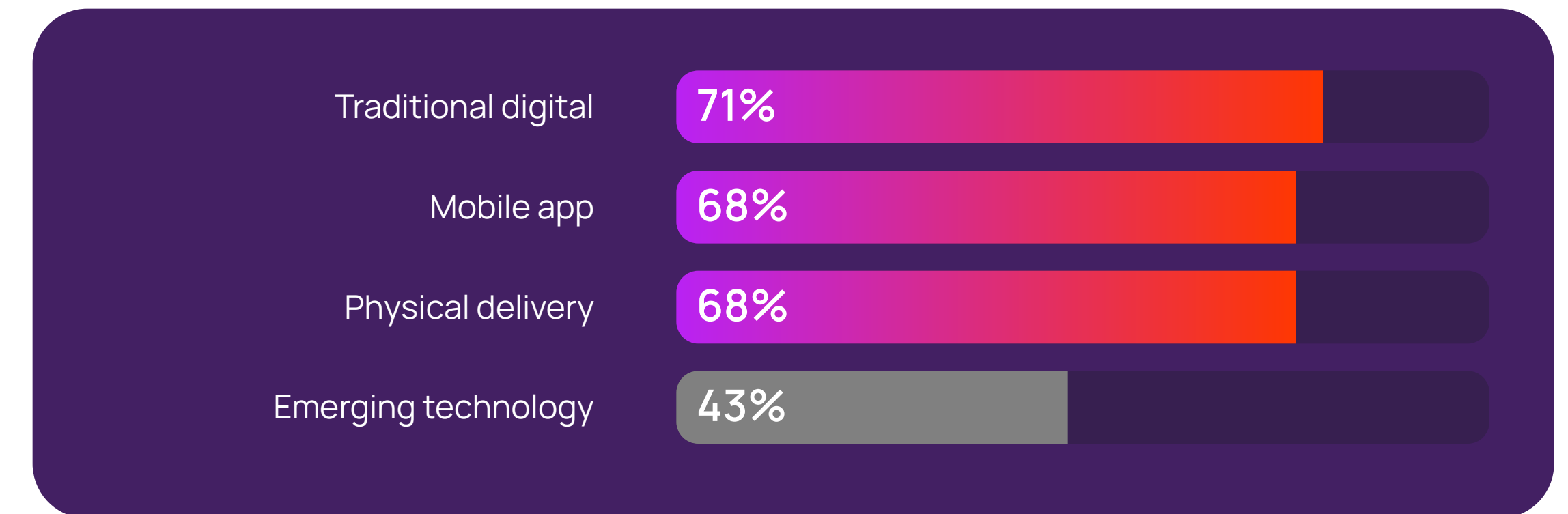


What about emerging tech?

Survey respondents also weighed in on emerging technologies such as augmented reality, virtual reality, and the metaverse.

They **trust digital** and **mobile technologies** as well as **physical mail** over emerging technologies. These technologies are still very new and haven't reached peak adoption. By continuing to invest in what's working, you'll satisfy and retain customers over time .

Trust levels and concerns around emerging technologies





Communications: the foundation of a solid customer relationship

Your customers want to hear from you, and they find your communications valuable.

That statement comes with a caveat. Customers want communications delivered through their preferred channel and that varies by demographic. By investing in existing channels as well as keeping an eye to the future, you'll be better prepared to serve customers today and tomorrow.

To learn more about what traits customers value in communications from financial institutions, read our report [Messaging matters: what consumers want from their banking communications](#).

Survey methodology

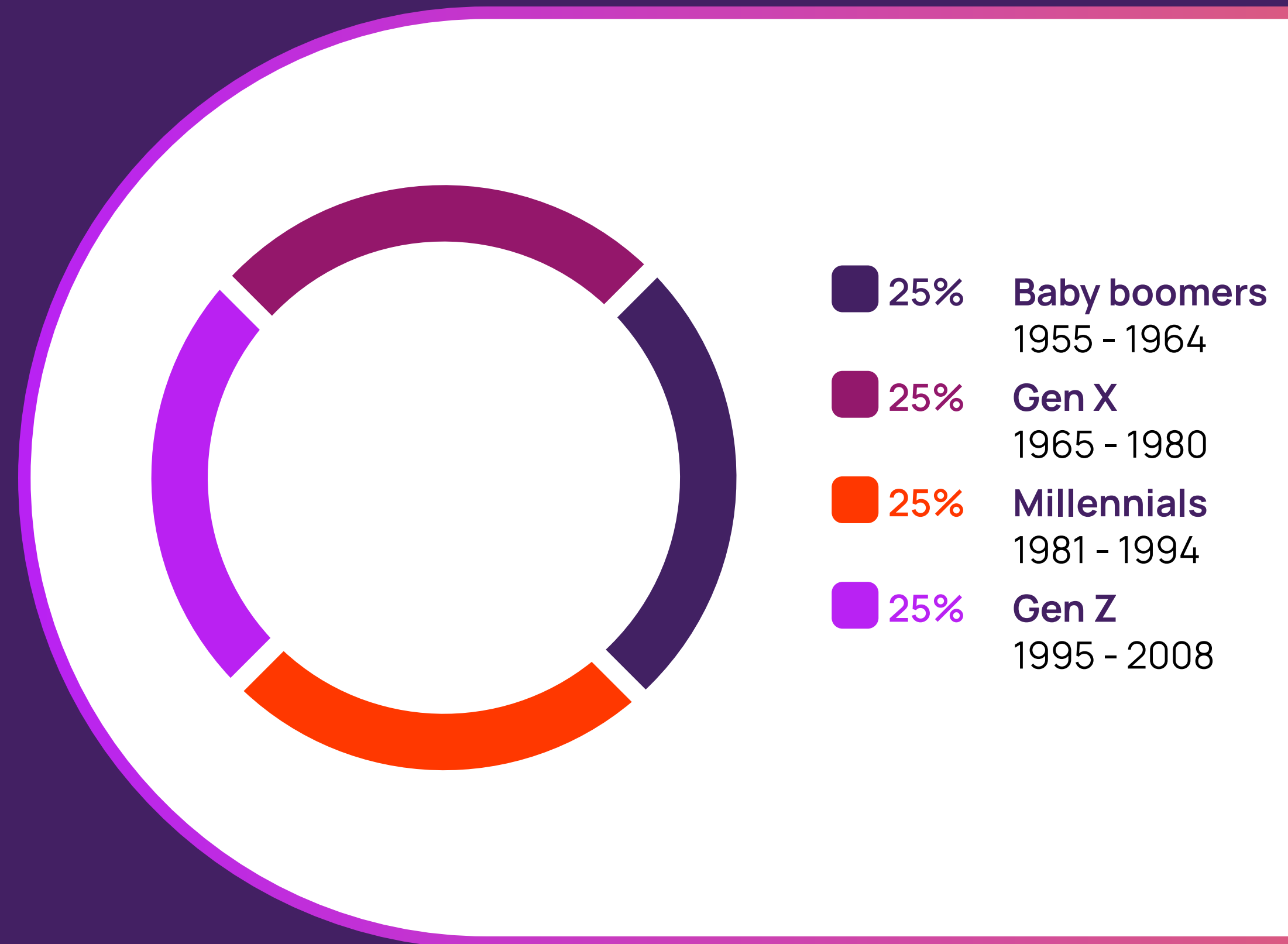
Computershare and our partner Dynata ran a quantitative online survey in May 2025.

We surveyed 500 Americans between the ages of 18 and 69, setting interlocked quotas for robust base sizes across genders and generations.

- > Baby Boomers (1955-1964): 25%
- > Gen X (1965-1980): 25%
- > Millennials (1981-1994): 25%
- > Gen Z (1995-2008): 25%

The data was weighted to represent age, gender and region.

Survey methodology and participant demographics



About 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.

To learn how you can transform your communications, contact us.