

# Message matters: what consumers want from their banking communications

When your customers receive a banking communication, they want it to be clear, concise, personalized, and visually appealing. Communications with these characteristics reinforce customers' trust in you and contribute to a long, happy relationship.

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

## What customers look for in banking communications

There are certain characteristics banking customers value in their communications:

- 1 Accuracy
- 2 Easy to understand
- 3 Clear instructions on next steps
- 4 Conciseness
- 5 Personalized

## Unclear customer communications cost you money

The clarity of communications from financial institutions holds considerable weight and shouldn't be underestimated. In fact, it's one of the most important factors to consider.

### Actions taken by customers when they receive an unclear message:



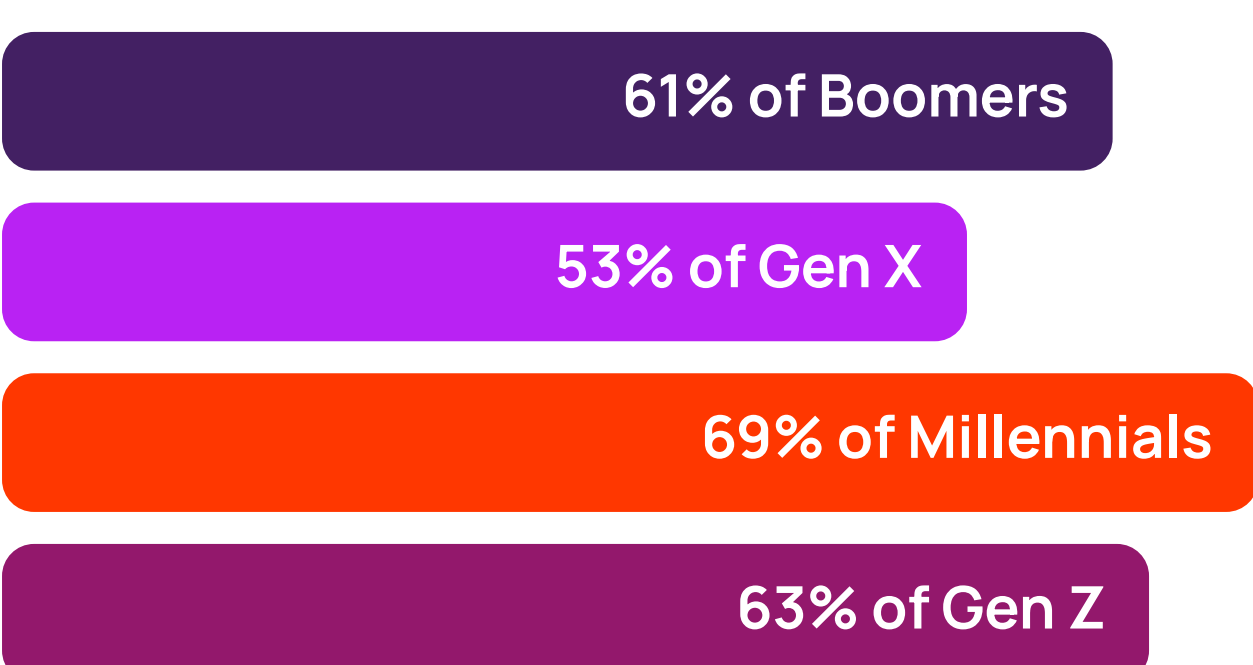
## Consumer behavior regarding unclear communications

When banking customers receive unclear communications, their most common reactions are confusion and frustration. In fact, 37% say they would consider switching providers — though Boomers are less likely to switch than other generations.

Likelihood of switching	
Gen Z	38%
Millennials	44%
Gen X	35%
Boomers	29%

## The importance of clear communications

Clear communications, on the other hand, build trust. Nearly two-thirds (61%) of customers said clear communications make them trust their banking provider much more.



## 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 and members, 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.



Get in touch to learn how we can transform your communications by scanning the QR code or visiting [www.computershare.com/us/communication-services](https://www.computershare.com/us/communication-services)

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

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