

CONSUMER SURVEY

CUSTOMER CHALLENGE



100%

of people have experienced the problem of seeing a transaction that they do not recognise on their debit or credit card statement

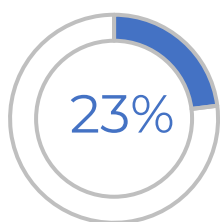
CONSUMER EXPERIENCE

66%

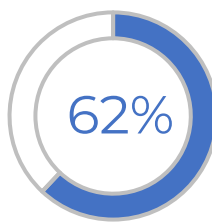


of people have at some point called their bank or visited a branch in an attempt to get further details on an unrecognised transaction

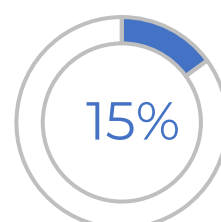
Such assistance from the bank was only helpful in 23% of cases



Yes



No



Don't recall

How the problem has made consumers feel



"Anxious"



"Frustrated"



"Worried about fraud"

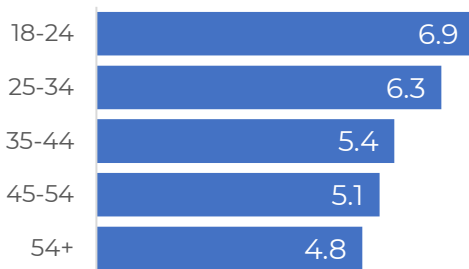


"Angry"

CONSUMER FEEDBACK

98%

of consumers who do not have access to enrichment within their banking app, would like to see clearer merchant information

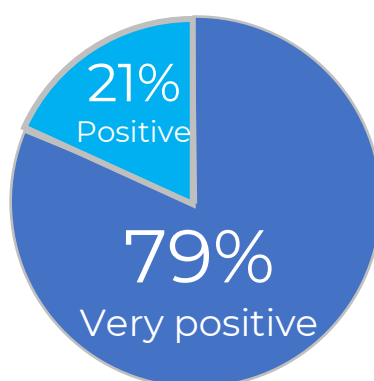


Score out of 10, with 10 being most likely

Likelihood to change bank for a better experience

LOOK WHO'S CHARGING

Consumer view of Look Who's Charging's enrichment



Based on responses from consumers who bank with a bank that uses Look Who's Charging's technology