

# Top Five Consumer Myths

The worlds of physical and digital currency are colliding — and in this vastly changing retail banking landscape, there are a number of myths and misconceptions regarding consumer attitudes. Let's look at the facts.

## Myth 5 Fewer people trust banks these days.



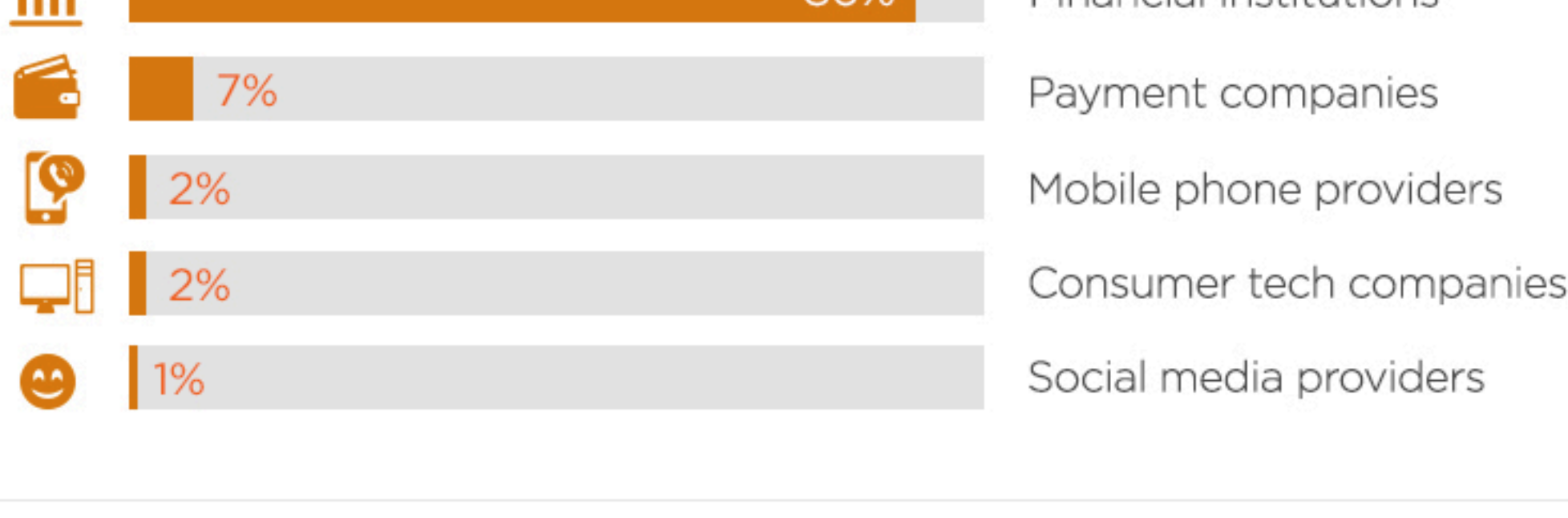
In a global survey, **93%** of respondents expressed moderate or complete trust in their bank.



**77%** said they would recommend their primary financial institution.

In fact, in the U.S. alone, despite the Great Recession of 2007, financial institutions (FIs) have emerged with consumer trust intact.

The type of company consumers trust most for securely managing their data:

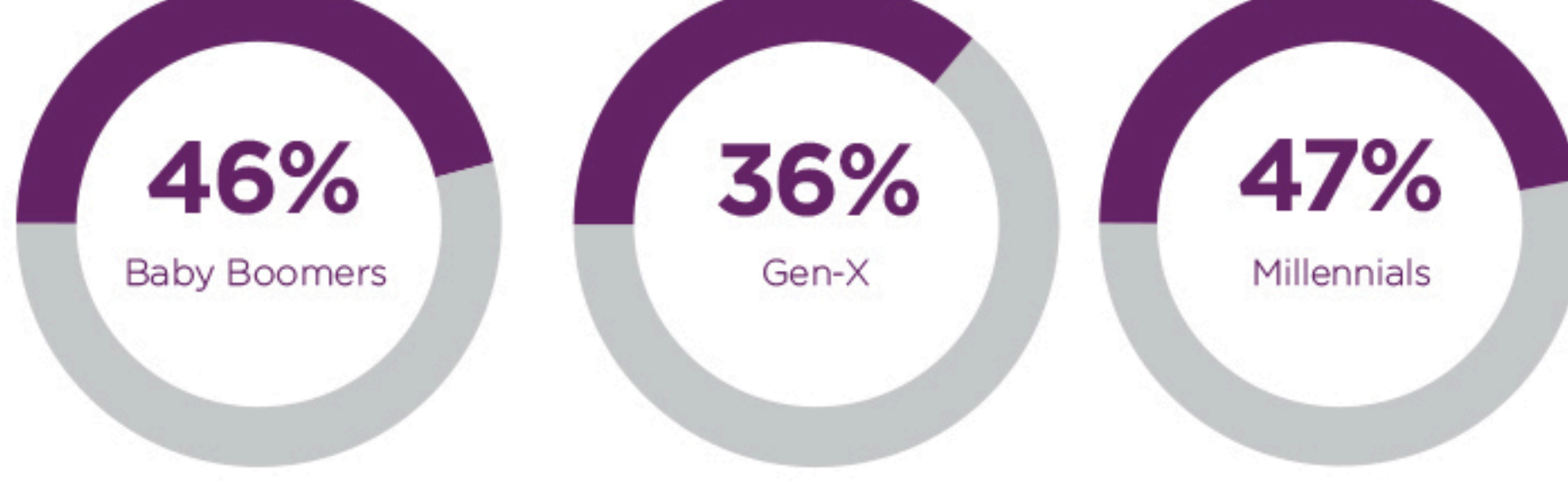


### REALITY:

FI's have an opportunity — not just to reinvent themselves, but to remind consumers what made them trust their institution in the first place and reinforce their position as a relationship-based advisor for the long term.

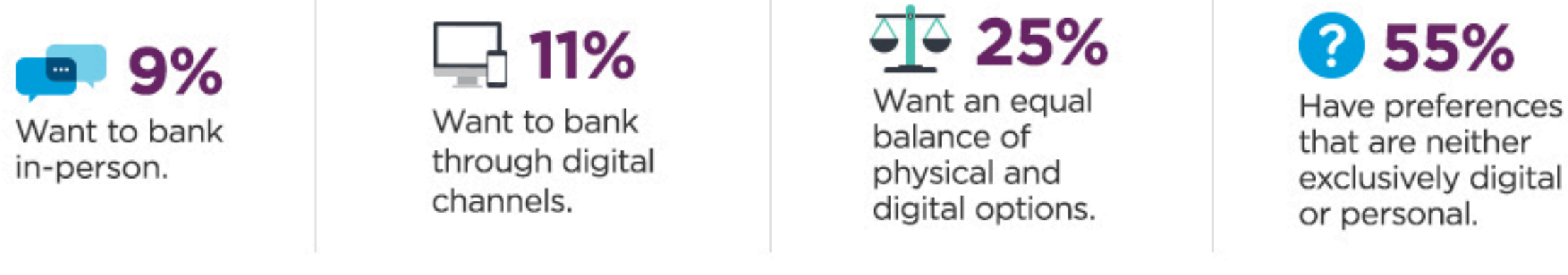
## Myth 4 Consumers — particularly, Millennials — prefer digital communications, and aren't interested in talking to bankers.

Among Americans who employ a financial advisor...



Prefer to get advice from their advisor in person, rather than via phone, email or online.

Consumers actually want a mix of options that includes both physical and digital channels:



### REALITY:

Closing branches within your network isn't always the best move. Instead, consider the ideal FIT for your consumers — often, that means right-sizing networks or redesigning branches to provide the optimal mix of products and services at a hyper-local level.

## Myth 3 Consumers are rapidly adopting alternative payment forms such as mobile wallets.

Contactless Mobile Payment Usage Globally:

Smartphone owners who make NFC payments at least once a month

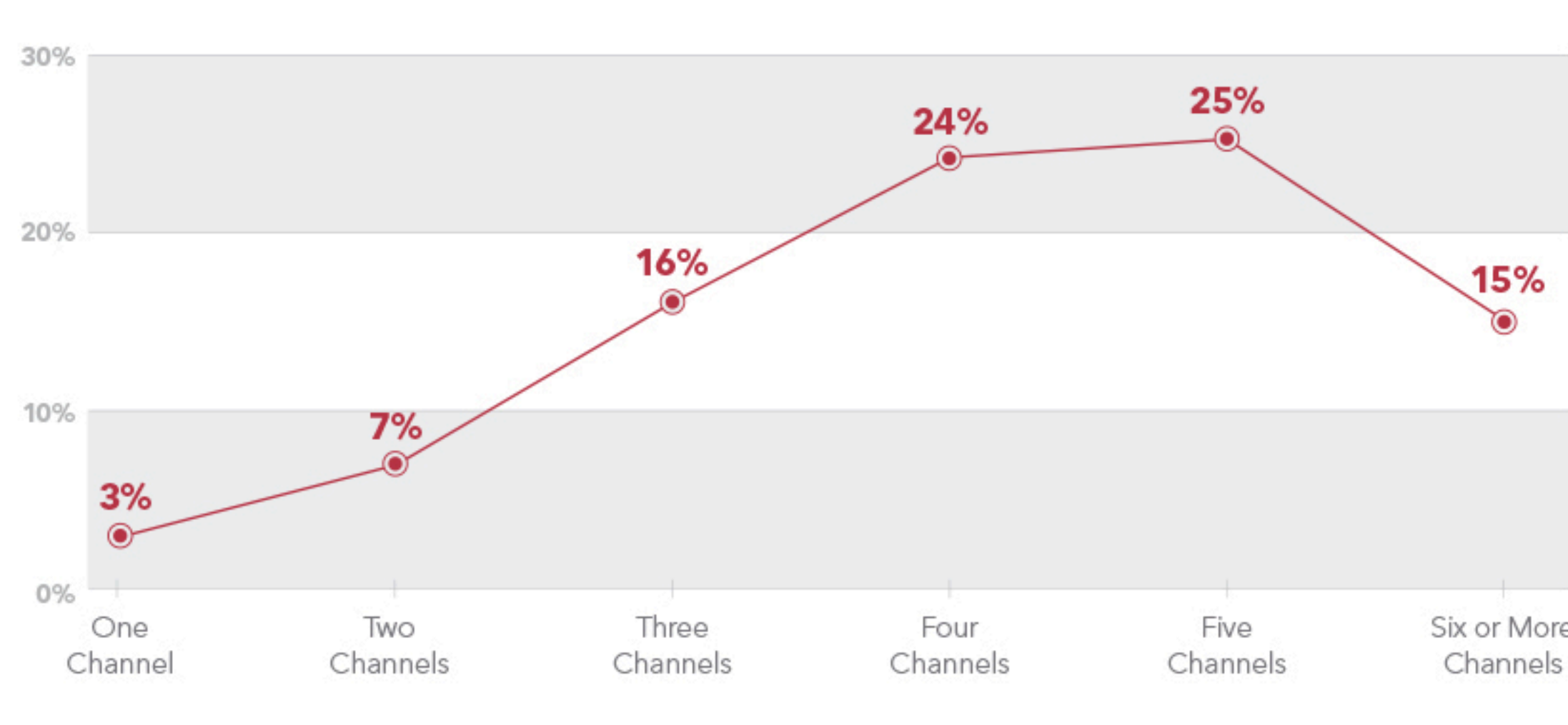


### REALITY:

The tipping point in digital payments is coming — but adoption will take time. That's why our innovations focus on meeting consumers where they are, and where they want to be.

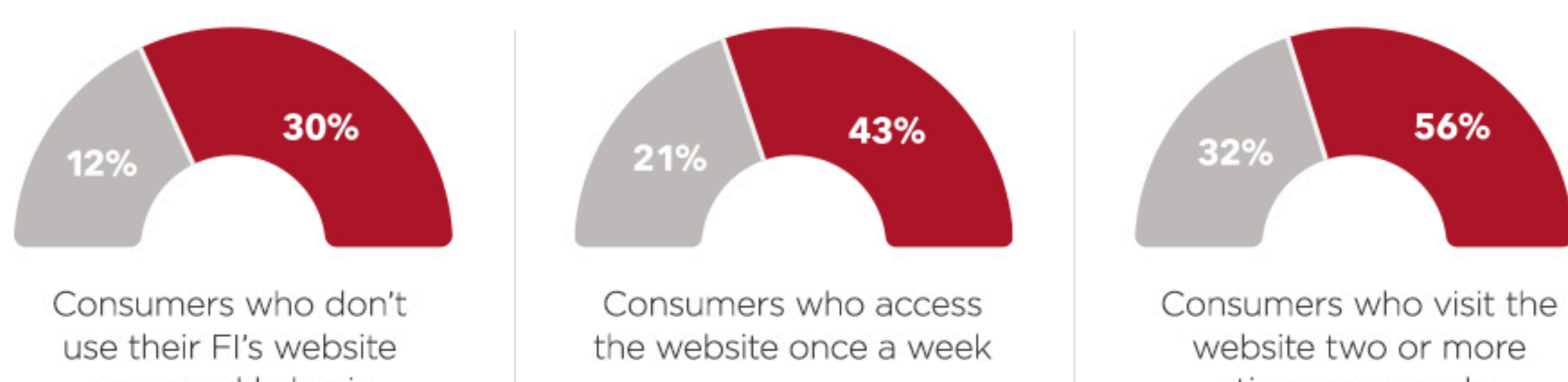
## Myth 2 Consumers who prefer online banking are less engaged with their banks, so there are fewer opportunities to develop a relationship with them.

Only **3%** of consumers use **just one** of the channels their financial institution offers.



In fact, consumers who access more channels are actually more likely to interact with their financial institutions through traditional channels:

● Call the service center ● Visit the branch



### REALITY:

Consumers have never met a channel they didn't like. In today's climate, it's vital for banks to realize that they simply can't focus their attention on one channel at the expense of another, because consumers don't think in channels. They expect seamless, convenient access to their money, in whatever way is most efficient at that moment.

## Myth 1 No one uses cash anymore.



**\$5 trillion**

The U.S. dollar estimate for the amount of currency circulating the globe today.



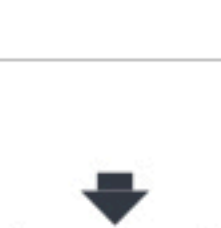
**42%**

Growth in the value of U.S. currency in circulation between 2007 and 2012.



**2 billion**

Adults globally who are considered unbanked, and likely use currency as their primary method of payment.



**65%**

Projected increase in global cash-withdrawal volumes from self-service terminals by 2018.

### REALITY:

Operating in the world of cash is big, complicated, difficult and expensive. It requires herculean infrastructure. Many fintech companies would prefer that it go away. It's not. Diebold Nixdorf has innovated in this space for more than 150 years, and today we're experts in bridging the physical to digital worlds of currency and payments to help you connect your consumers to their money, in whatever form it takes.

Let's collaborate on a strategy that addresses your FI's unique challenges, with innovative solutions designed to automate your network more efficiently, manage risk, drive revenue and delight your consumers with every interaction — whether it's physical or digital, cash-based or mobile-driven.

To learn more, [visit DieboldNixdorf.com](http://www.dieboldnixdorf.com).