

Insights to the Mobile Deposit Customer Experience

The 2017 Mobile Deposit CX Benchmark Report was conducted by analyzing 15 large retail multichannel FI's mobile apps and rated based on CX evaluations:

Mobile Deposit is going mainstream



Mobile deposit is no longer an optional feature but rather a fundamental building block of mobile banking for FI's of all shapes and sizes.

Over 40% of current mobile deposit users adopted the service in the past 12 months. This move is increasingly shifting customers out of the branch and into the mobile channel.

Growth is here



40%

Barriers to Adoption



Fear of fraud is still the most powerful impediment to widespread mobile deposit, cited by 43% of non-users from large FI's.

Policy changes, UX heuristics, marketing and cross-training play a major role in the success of mobile deposit rankings. 47% of large FI customers and 38% of smaller FI customers are 'very' or 'somewhat' likely to recommend.

Customer Experience is critical



Top Five Banks



- 1 Capital One
- 2 Wells Fargo
- 3 BBVA
- 4 Fifth Third
- 5 Citizens