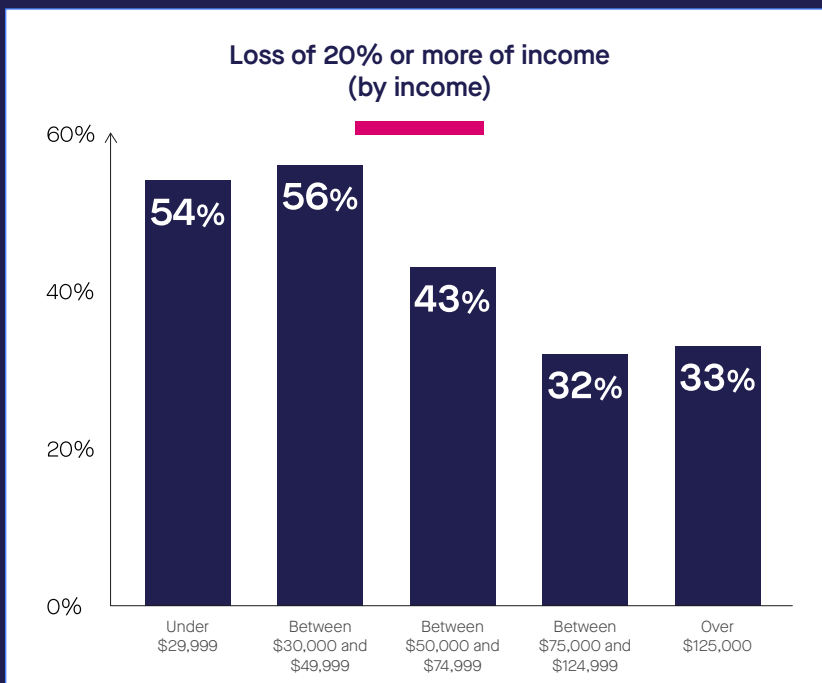


A survey of 1,028 Americans conducted in Mid-May underscores the impact COVID-19 is having on banking and financial services. Consistent with other surveys over the last two months, consumers [continue](#) to express a growing desire for digital, remote options and show a growing willingness to skip on services if they require physical visits. Bankers should take note that consumers demand digital and remote not as a stop-gap but as the future of banking.

## Consumers Feel The Impact Of The Crisis

**47%** of consumers reported an income drop of 20% or more (with 18% reporting a drop of 50% or more)



**78%** are concerned about going to their local bank, grocery store, etc.



**60%** are worried about covering household expenses and/or loans over the coming months ([up from 51% in March](#))



**34%** will refinance their mortgage or seek payment relief

## Consumers Demand Branchless Banking

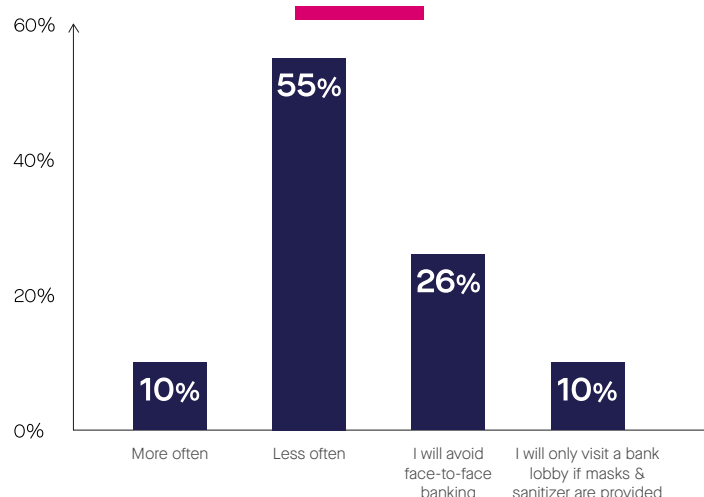


**55%** said they would visit branches less often



**26%** said they would avoid face-to-face banking altogether

In the future, I am more likely to visit my bank branch:



## In addition, requiring physical visits means:

**55%** of consumers less likely to take care of a banking or financial task

**43%** of consumers less likely to take a loan

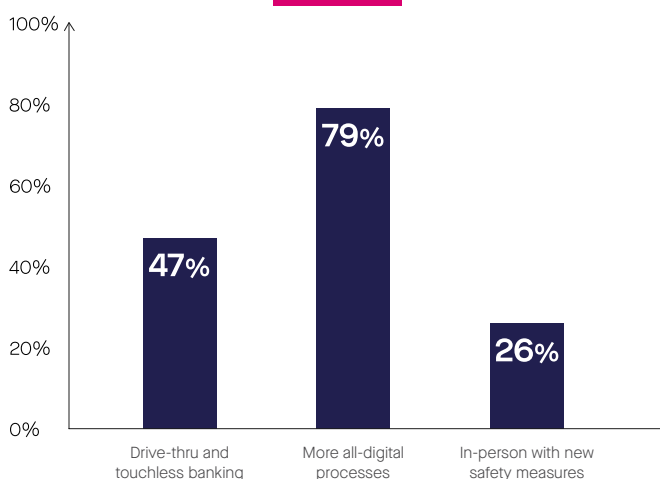
**VS.**

**35%** of consumers less likely to make a car payment or purchase

**23%** of consumers less likely to take care of a health issue

## The New Normal for Banking: All Digital

How do you want your bank to serve you in the future?



**76%** think digital will be a lasting trend even after coronavirus is defeated



**68%** expect businesses to increase their ability to serve customers remotely



**49%** expect businesses to automate and digitize customer interactions



**66%** are inclined to try a new digital app or website



**60%** have less patience for filling out and sending paperwork



**51%** have already eSigned documents this past month

### About Lightico

Lightico's next generation platform for digital customer interactions empowers your agents to collect forms, documents, e-signatures, photos, consent to disclosures and to verify ID instantly while they have customers on the phone.