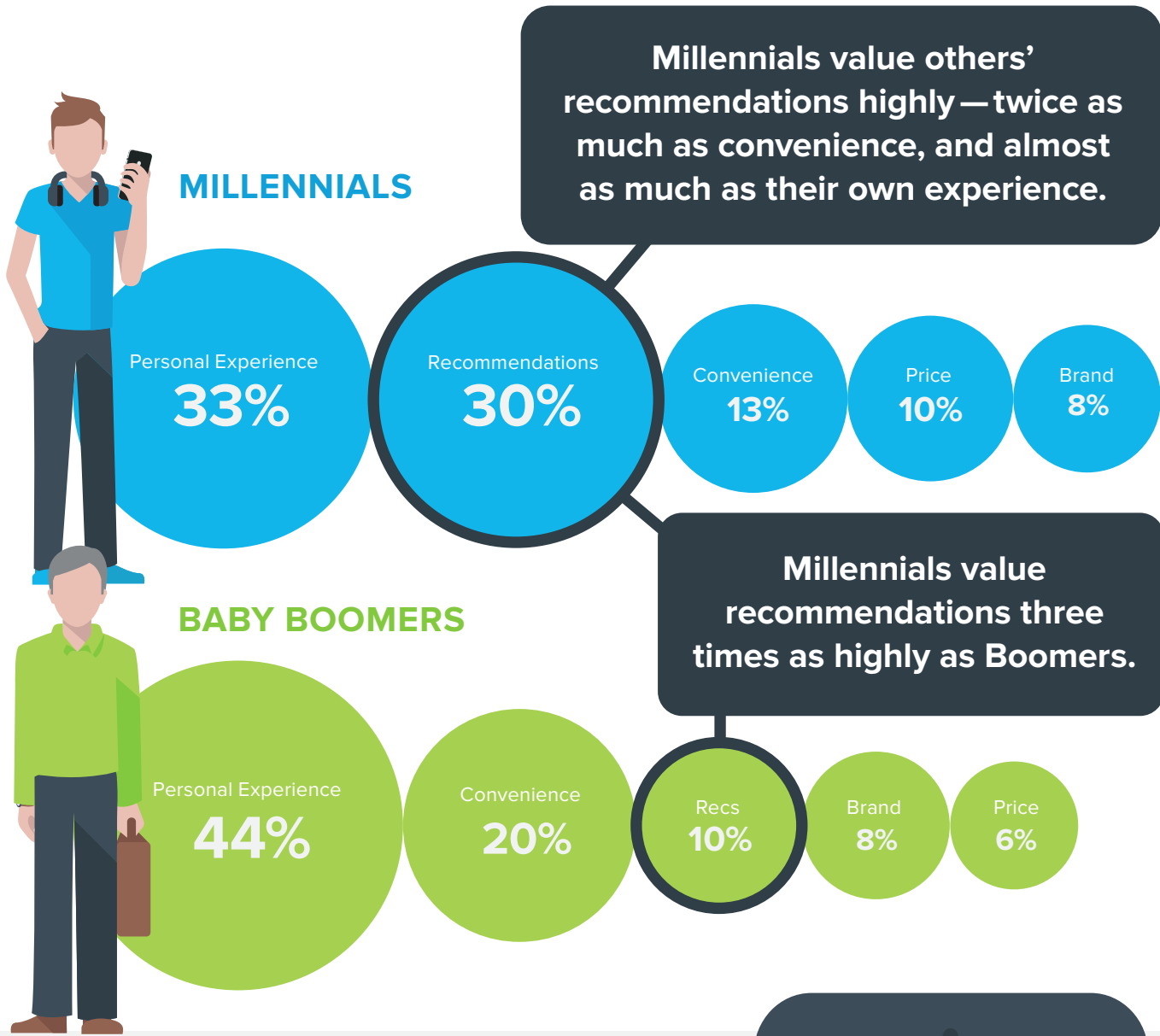




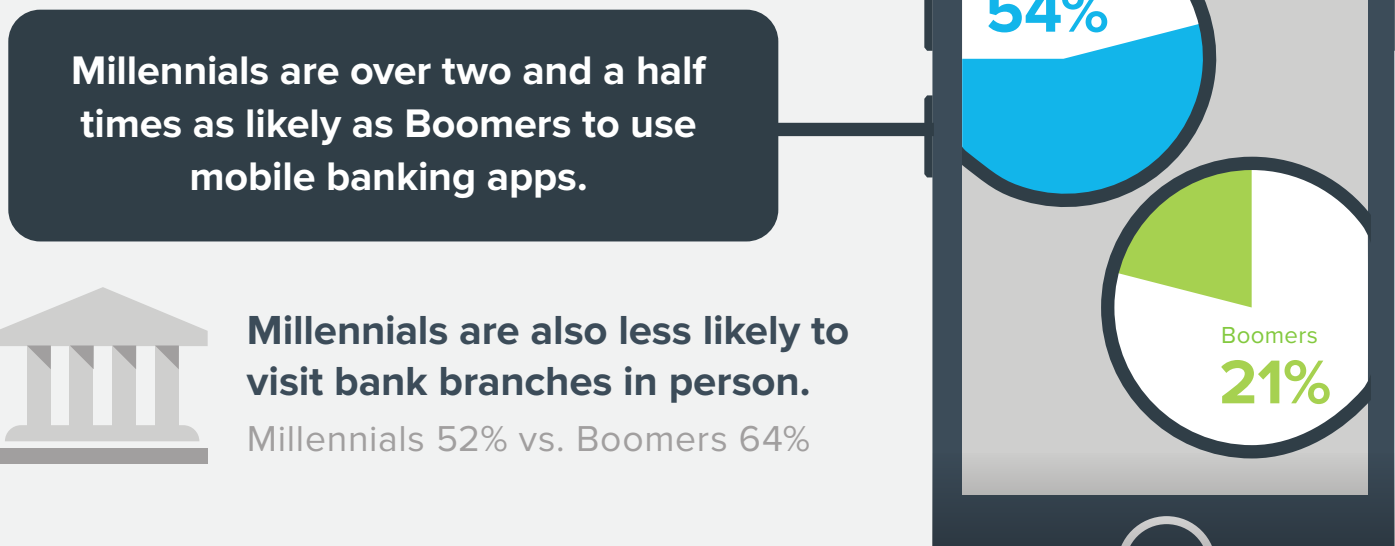
BANKS MUST RISE TO THE MILLENNIAL CHALLENGE

The Medallia Institute asked Millennials and Baby Boomers about their relationship with their bank. What we found: while Millennials and Boomers share some basic expectations, Millennials are far more likely to be swayed by tech-savvy offerings and stories of real customer experiences.

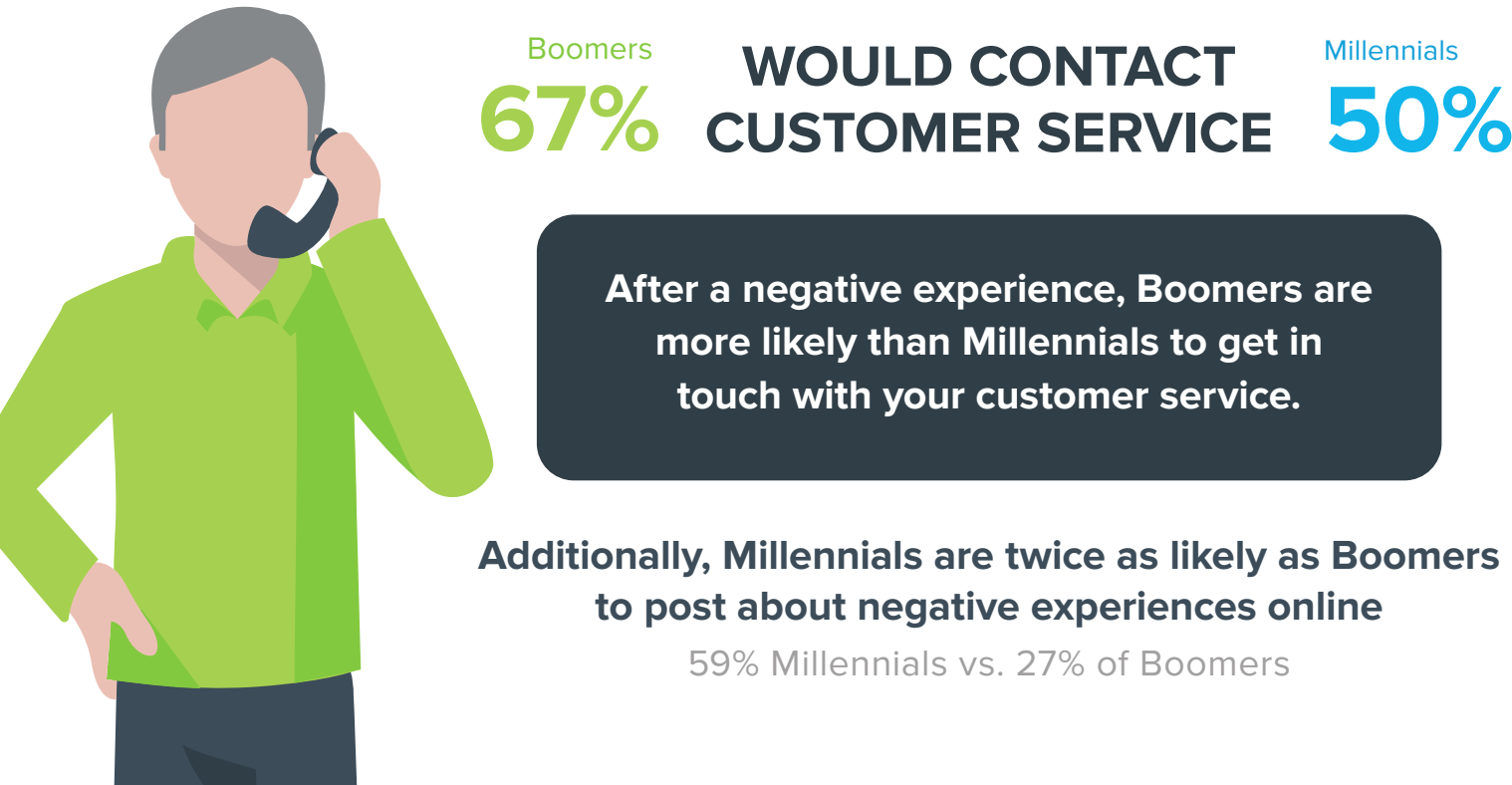
WHAT MOST INFLUENCED YOUR LAST CHOICE OF CHECKING ACCOUNT?



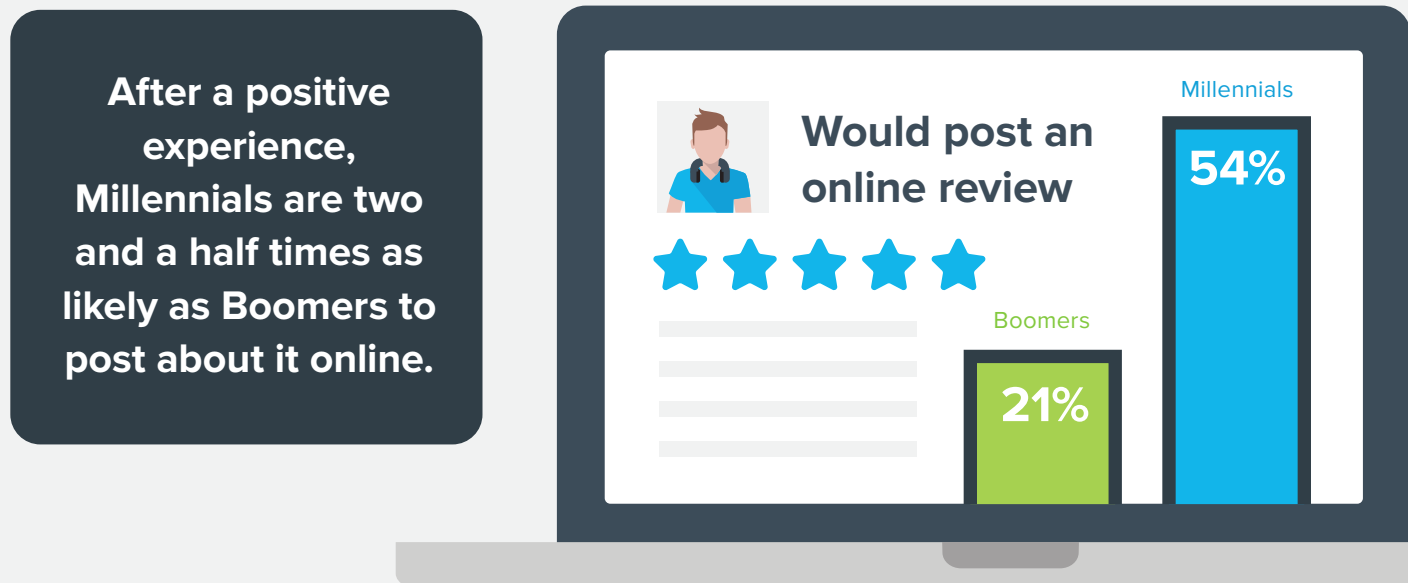
HOW HAVE YOU INTERACTED WITH YOUR BANK THIS MONTH?



HOW WOULD YOU REACT TO A NEGATIVE BANKING EXPERIENCE?



HOW WOULD YOU REACT TO A POSITIVE BANKING EXPERIENCE?



Given how heavily recommendations influence Millennials' opinions, and how likely they are to share their own experiences online, the quality of a bank's customer experience is likely to have a sizable multiplier effect.