

Channel Impact is CACI's five year view of changing customer behaviour in banking. It takes into account channel usage and behaviour, customer segments via Fresco, financial catchment changes and population projections.

FEATURES

Channel Impact has been built by analysing time series data from GfK's Financial Research Survey to look at changing channel behaviour for both managing accounts and taking out new products.

The responses have been linked to Fresco, CACI's leading financial services segmentation, aggregated and projected forwards over the next five years. The result is a series of propensity scores, which can be applied to both customers and prospects predicting both current and future behaviour.

In addition, we have combined the scores with population data and aggregated to towns and cities across the UK using Financial Footprint, creating a unique cities across the UK using Financial Footprint, creating a unique location by location view of changing customer interactions.

By 2023:



3.6bn

current account interactions across all channels



35m

people using mobile banking apps



35%

decline in branch visits

WHY CHANNEL IMPACT?

- Robust methodology from the innovators of individual level classifications
- Uses industry validated population projections (JICPOPS)
- Available at individual level, or on a town-by-town basis
- Can be applied to CACI's financial gravity model - Financial Footprint's 2,264 centres
- Available for current account as well as commoditised and considered products
- Projects data up to 2023 and each year in between
- Uses GfK Financial Research Survey – the largest and most widely recognised financial survey
- Aligned with latest released figures from OFCOM

APPLICATIONS

- Provides the knowledge needed to plan digital transformation investment
- Understand which customers will migrate to more cost effective channels
- Benchmark how your customers compare to the rest of the market in terms of channel usage
- Understand channel preferences in acquisition or cross sell campaigns
- Forecast web traffic, sales and renewals by channel and cost of sale from your customer's channel mix
- Understand how the branch network will need to change over time



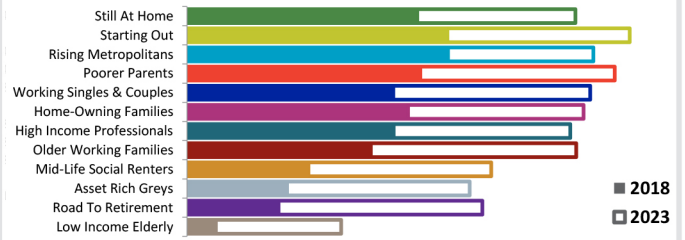
TAKING OUT A CURRENT ACCOUNT IN BRANCH

By Fresco segment, 2018 & 2023

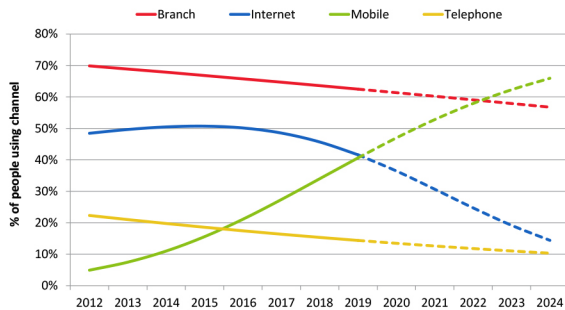


MOBILE LOG-ONS PER INDIVIDUAL

By Fresco segment, 2018 & 2023

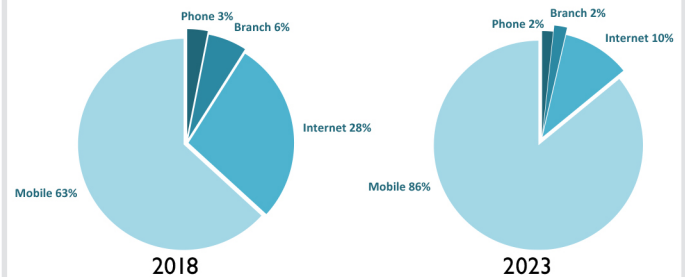


MANAGING CURRENT ACCOUNT



CURRENT ACCOUNT INTERACTIONS

By Fresco's "High Income Professional" segment



BRANCH VISITS - BIGGEST WINNERS AND LOSERS

273 million branch visits in 2018 falling to 178 million in 2023.
A 35% decline.

- Branch visits relatively stable
- Branch visits declining rapidly

