



The Value of the Digital Bank Services from the Customer's Perspective in a Bank X

Anssi Salminen

Emma Lahtinen

BACHELOR'S THESIS
September 2022

International Business
Myyntiosaaminen

ABSTRACT

Tampereen ammattikorkeakoulu
Tampere University of Applied Sciences
International Business & Myyntiosaaminen

Emma Lahtinen & Anssi Salminen:
The Value of the Digital Bank Services from the Customer's Perspective in a
Bank X

Bachelor's thesis 41 pages, appendices 5 pages
September 2022

Today, digital services surround people all over the world and ease people's lives in many ways. Also in the banking world, digital platforms and services are used widely in all processes. Banks compete in many new ways and draw customers in with their digital services and features such as the functionality of the web bank and the mobile applications. Customers want easiness and capability to deal with their bank issues from home and this modifies the bank industry tremendously.

The purpose of this research was to find out which kind of value the personal digital banking services bring to the private customers and whether people with different ages have something in common in those values. As the aim was to know more of the customers' values, a questionnaire was made to know more. The research method was quantitative and there were over 500 answers collected by the survey. There was also some literature reviewed to collect data for the theory and the base of the survey. Cooperation was done with a Finnish bank to get more data of the target customer groups.

To conclude, the research results showed that there were some differences between people with different ages. Moreover, even though wanting to handle most bank issues online, customers still want and appreciate personal services and knowing the person whom with their handle banking issues. However, the responses also showed that there are quite many misunderstandings between the customers and the bank officials. For this reason, digital environment might be the secondary choice for many when dealing with more complex bank issues. Therefore, as suggestion for banks, some concrete things should be added to the online meetings to ease customer's understanding of the issue. These things could be for example, adding photos and figures to the meetings to demonstrate the topic visually. In this research, some of the issues are handled with considering a certain Finnish bank which is called a bank X in this study.

Key words: digital banking, digital environment, values, private customers, personal service

CONTENTS

1	INTRODUCTION	5
1.1	Research Topic.....	5
1.2	The Research Problem and the Main Questions.....	6
1.3	The Purpose and Objective.....	6
1.4	Scope and Limitations.....	7
2	THEORETICAL FRAMEWORK	8
2.1	Regulation and Development of the Banks	8
2.1.1	Anti-Money Laundering (AML).....	9
2.1.2	The General Data Protection Regulation (GDPR)	9
2.1.3	The Markets in Financial Instruments Directive MI FID II – Directives	9
2.1.4	Know Your Client (KYC)	10
2.2	Digitalization and the Customer Values in a Digital Environment.	10
2.3	The Value Creation in the Bank Sector	11
2.4	Sales in the Bank Sector	11
2.4.1	The Customer Segments.....	13
3	Research Methods.....	16
3.1.1	Quantitative Research	16
3.2	Research and the Research Questions	17
4	RESEARCH.....	19
4.1	The Respondents and the Research Process.....	19
4.2	The Background Information of the Respondents	20
4.3	The Survey Questions and the Analysis of the Responses.....	21
4.4	Open questions.....	32
4.4.1	Experiences of the Digital Environment and the Digital Services	33
4.4.2	Experiences of the Personal Banking Services	34
5	CONCLUSION	37
5.1	Proposals	38
	REFERENCES	40
	APPENDICES.....	42
	Appendix 1. Survey.....	42

ABBREVIATIONS AND TERMS

AML = Anti Criminal Laundering

GDPR = The General Data Protection Regulation

KYC = Know Your Customer

MiFID II = The Markets in Financial Instruments Directive

1 INTRODUCTION

1.1 Research Topic

The starting point of this thesis is to give an overview of the digital banking services and the value it produces from the customer's perspective. Moreover, the values that the customers appreciate in digital banking services are explored as well as how the digital services are seen by the private customers. In addition, the aim is to find some important aspects and possible areas of development that the customers see valuable - even to find a possible innovation or model for a bank to use in their digital services. The thesis is produced in cooperation with a Finnish bank called a bank X in this study. The bank will stay anonymous due to the trust matters as their customer segments are used in this study. The commissioner will comment the thesis and the research and give overviews of the work during the thesis process.

The banking services can be divided into five different categories:

1. Basic banking services (including accounts, debit cards, online banking, mobile applications).
2. Financing (various loans).
3. Saving and investing (funds, loan guarantees, savings insurance).
4. Payment services, payment connections.
5. Risk management.

The target group of the study will be 22–55-year-old private customers. The research will focus on exploring their thoughts regarding digital banking services and how they are now and could be in the future. In addition, the answers will be compared between respondents from different ages to know whether the age matters when choosing one's bank and their services. The bank X's target customer groups will be used in this study by dividing the respondents into age groups based on the information got from the case bank.

1.2 The Research Problem and the Main Questions

One of the main problems in this research is that one cannot know about people's feelings towards the personal service taken place in a digital environment. Therefore, the research is made to know more about the customers and their values. Moreover, there is no information regarding the values of the customers and what they appreciate most in digital banking services. Thus, there are several questions which need to be answered including:

1. What is the added value that the online bank services bring to private customers?
2. Which kind of digital services could be brought to the market to meet the customer needs better?

There are many different digital banking services such as online bank service which is one of the most used bank services in 2020th century. (Hapuli N. & Valtonen A. 2011. p.30). Thus, it has proven its value for customers, and it is a handy tool in managing one's economy. Mainly, the research will emphasize the sales meetings held online and how the customers feel about not visiting the bank office concretely when dealing with their bank issues. Does the option of not needing to come to the office bring value to them? If so, which kind of value? Or do they want to handle their bank issues face-to-face at the office even if they have the other option?

1.3 The Purpose and Objective

The purpose of this thesis is to uncover the values that the private customers appreciate in online banking services. Also, the aim is to find out whether the digital bank services effect on people's decisions regarding selecting one's bank. The purpose is to find relevant information for a bank so that they can possibly add services or change the way they operate to meet better the needs of the customers.

The objective of this thesis is to conduct quantitative research of the values of the private customers. The research should bring out the most important factors regarding people's preferences in online banking service. With this information, a prototype could be done to improve the digital services of the bank. However, it is not included to the research.

1.4 Scope and Limitations

This research will focus on the online meetings and the situations where people are interacting with each other directly. Therefore, digital services such as chat box, and robots are excluded from this research. The focus is on the sales meetings held online as well as in the interaction between the salesperson and the private customer for example via phone or online bank service messages.

The target group is narrowed to 22–55-year-old people. The research contains both, female and male respondents with or without family. It is highly important that there will be responses from every age group within the target group. Thus, the bank gets a clear picture what their target market are appreciating in digital services and what they would want to be added on them. The research method will be quantitative, and a survey is made to collect answers from the target group. After receiving enough answers (approximately 400-500), the responses will be analyzed.

2 THEORETICAL FRAMEWORK

2.1 Regulation and Development of the Banks

Central banks are responsible for the stability and efficiency of the financial system and are constantly working closely together with the ordinary banks. For example, banks in Finland can borrow money from the central bank and use that money to fund the projects of their customers. Furthermore, one of the main tasks of central banks is to maintain and take care of the payment system called Target2. In addition, the supervision and operation of payment systems are also included to the central banks responsibilities. Central banks are politically lagging in decision-making, meaning they do not participate in political decisions. (Andersén 2021, 158-166)

Central banks and other banks form the core mechanism of the economic system ensuring the day-to-day functioning of monetary policy and payment transactions for customers. The modern digital banking services also challenge the central banks to develop their banking systems to be more digital. The development of financial services takes place in sandbox environments created by financial supervisors and central banks. The purpose of the test environment is to identify risks, help to develop products and finally report the results to the Financial Supervisory Authority. The data is valuable as it enables the development of regulation from a development perspective. (Andersén 2021, 158-166)

International Financial Institutions (IFIs) believe that the risks associated with digital assets and their processing can be assessed within the same framework as the risks associated with the current financial system. None of the digital services work without logging into the service. Logging in is a process comparable to a personal ID, so the customer is identified when logging in to the system. Everything done digitally leaves a digital footprint making it possible to the software to track a person and their doings. Thus, the user's actions can be monitored to minimize risks at a detailed level. (Andersén 2021, 158-166)

The digital banking services bring relief both from the customer perspective, and the operators, making it easier to monitor everything. However, digital environment has its risks, and it can be exploited easily. Thus, monitoring and controlling processes must be constantly developed. Some known risks include market risk, cyber risk, reputation risk, liquidity risk and risks related to third parties. A few regulatory terms are opened in the following chapters. (Andersén 2021, 158-166)

2.1.1 Anti-Money Laundering (AML)

Anti-Money Laundering (AML) refers to various laws, regulations, and procedures designed to find companies that disguise illegal assets as legal income. Money laundering aims to cover up small crimes from tax evasion and even drug trafficking to public corruption and the financing of terrorist organizations. The banks have an obligation to take actions against money laundering which therefore effects on the bank services and the customers.

(Kenton 16.03.2022)

2.1.2 The General Data Protection Regulation (GDPR)

The General Data Protection Regulation (GDPR) is one of the world's most stringent data protection and security law. The law is drafted and adopted by the European Union (EU) and imposes obligations on various organizations and bodies across the EU in case they target or collect information about people living in the EU. The decree entered into force on 25 May 2018. Violations of GDPR's data protection and security standards can result in substantial fines, up to millions of in arrears. (GDPR.EU. n.d)

2.1.3 The Markets in Financial Instruments Directive MI FID II – Directives

The Markets in Financial Instruments Directive (MiFID) entered into force in the European Union at the beginning of November 2007. The aim of the directive was

to improve investor protection and promote the functioning of the market. In practice meaning that investment firms and banks ask their clients for more detailed information about their financial position, investment objectives and investment experiences. (Danske Bank. n.d.)

The update of the MiFID Directive (MiFID II) entered into force on 03.01.2018. The aim of the update is to increase transparency and comparability. MiFID aims at the securities market by facilitating the provision of investment services in the EU and removing potential barriers. (Danske Bank. n.d.)

2.1.4 Know Your Client (KYC)

Know Your Client (KYC) is an investment industry standard that ensures that investment advisers understand clients' risk tolerance, investment knowledge and financial position. KYC protects both clients as well as the investment advisers. Clients are protected when the investment products are selected according to their personal situations. KYC compliance typically includes requirements and practices such as risk management, customer approval policies, and transaction control. (Chen 17.04.2022)

2.2 Digitalization and the Customer Values in a Digital Environment

Digitalization has been a hot topic already some decades. It has transformed the way businesses operate as well as the expectations of the consumers. Digitalization does not have a single term nor explanation. According to Forbes (29.4.2018), the digitalization is the process of moving into digital business and operations. Therefore, a business can add new revenue streams as well as create new ways to bring value for the customers. Value is something that a customer experiences unconsciously or consciously and is always subjective (Helkula, A. Kelleher, C. Pihlström, M. 10.1.2012). Furthermore, creating value from the customer perspective is important goal in every business as it makes the customer feel that they need the product of service making it worth of buying.

Thus, companies nowadays are focusing on the value-creation process extensively. (Vester, O. 2016)

When it comes to the digital bank services, digital environment is an important concept. Like digitalization, it does not have one single meaning. However, in this research, by digital environment is meant the situation where a digital platform, such as web bank or online meetings, is used to directly contact the customer. Hence, the digital environment plays a huge part in satisfying customer's needs and creating value from the customer perspective. (Vester, O. 2016)

2.3 The Value Creation in the Bank Sector

Value chain in the bank sector can be divided into three stages. First, the financial products and services themselves. Secondly, identifying the best services for a certain customer and lastly, delivering value to the customer via different channels. In this research, the third and last stage will be examined more closely from the digital aspect. (Naimi-Sadigh, A. Asgari, T. & Rabiei, M. 8.3.2021)

In the history, the values were considered born from the companies' offerings. However, nowadays value is considered to stem from the customer's experiences and preferences. Thus, the customer itself needs to be examined to truly know the values that a certain product or service could bring to them. This aspect should be considered in the banking sector. However, banks have clients from very different age groups and therefore there are many different options regarding the services and people's expectations. (Helkkula, A. et al. 10.1.2012) (Naimi-Sadigh, A. et al. 8.3.2021)

2.4 Sales in the Bank Sector

A sale is a purchase of a good or service in a currency or other equivalent payment that is appropriately sold to the buyer. Sales can take place in many different channels, for example on the telephone, on the Internet or at a fish counter. The aim of the sale is to generate additional income for the company which will then

turn into profit. Sales are often done to inspire or get a customer to need a product or a service. In addition, their needs are examined more closely so that the purchase truly meets the customer needs. The current form of sales has shifted far to digital services and especially nowadays electronic payment transaction tools enable digitally made sales. (Andersén 2021, 41-44, 64-72, 150-153, 158-166)

In a bank, sales are very much made in connection with the purchase of a loan or service, either in a physical office or in a digital environment. One of the most important aspects of a bank's sales is good banking. In other words, only solutions that suit the customer's needs are sold through various channels. The digital environment has seen a significant leap in sales in recent years, and Covid-19 has also redefined the digital environment and its potential. Hence, convenience, and ease from the customer's perspective are the biggest aspects of what sales are in the digital environment. (Andersén 2021, 41-44, 64-72, 150-153, 158-166)

According to good banking practice, the customer must be mapped to be able to target suitable products and sales correctly according to the customer. That is why it is important to know the customer so that the solutions are personal. For this reason, customer segments are created to find suitable customer groups already at the mapping stage - what is desired for them, what kind of solutions are suitable for them and what is the final value of the banking experience. (Andersén 2021, 41-44, 64-72, 150-153, 158-166)

Digital selling simply means selling a service or product in a digital environment. In the digital sales, companies strive to use a variety of channels to find the most appropriate and potential customers. Therefore, companies seek to connect or keep in touch with customers. The products and services offered are available in digital services and thus are also easy to compete and get acquainted with. In this way, the customer gets the best possible customer experience and gets to know the product or service immediately. As digital service evolves, all customers nowadays want to find relief in everyday digital services and help other people to find any product or service online. (Indeed. 29.03.2021)

Various financial services can be sold at distance. In the banking sector, this means that different financial contracts are made using only the digital environment through online banking platforms or some other applications. The customer does not meet the seller's representative in person when concluding the contract, but instead, for example, in an online meeting. It should be noted that, for instance, the change situations are not distance sales within the meaning of the law, even if the change to the contract is made online. Various financial services include accounts, cards, loans, investment services and mutual funds. (Minilex n.d)

2.4.1 The Customer Segments

Every company form and creates its own customer segments. The aim of the segments is to differentiate between different customer groups and the types of customers that companies target (Lotame 2021). Therefore, the age and the life situation alongside with person's work can play an important role when considering the target customer groups. Segments and target groups need to be addressed carefully and in a longer period so that the right kind of customer segments and customer groups are reached. The bank X of this research has also formed its own customer segments which are relevant to this study and are presented in the figure below and examined more closely in the following chapters.



FIGURE 1. The case bank's customer segments

First segment “Heikki the Careless”. This customer is between 18 and 24 years old. The client is either a student or a young person who has just started his work life - the future lies ahead. He has little fear of failure, experiences and needs support and guidance in financial matters. “Heikki” is very security oriented. The life situation is on hold and is expecting significant changes. Furthermore, freedom and economic control play a big role in his life and therefore he has started investing money and is considering of buying his first home. Reachability is via social media, Facebook, Instagram, TikTok and YouTube. This customer segment values modern tools and is very information-seeking. (Figure 1)

In general, young people who have lived their whole lives with digital services have already used significantly many different digital platforms. Social media has shaped digitality into an understandable and easy form. Before Covid19, this segment was already aware of the digital world, and after Covid19, digital became even more important for this age segment. Most importantly, young people know how to use digital platforms and feel secure in it.

Segment “Sari and Tero the Worker”. The family is living a busy life and having many things to occupy. One dominant issue in their lives is buying their own apartment. Hectic life and desires to find a good and right solution for their family impacts to their decision making. Hence, sense of security plays a huge part in this role as the customer seeks security and trust. The desire to get a total solution from the same place is massive making easy and simple solutions interesting. In addition, the main channels to reach the people belonging to the “Sari and Tero the Worker” group is via Facebook and Instagram. This customer segment appreciates easy tools and is very information-seeking. (Figure 1)

The segment already had some experience of the digital services and platforms before Covid 19. However, as remote work took over, they needed to learn how to use online meeting tools such as Zoom and Teams. Hence, they learned to communicate better in a digital environment. This modifies their needs and expectations from their bank services and effect on the desired ways of receiving service.

Segment “Kari or Katri the Handler”. This segment is aged between 30 to 55 and is a sole trader. Educational background in Bachelor of Science, Engineering, or a typical Vocational School. Kari or Katri appreciates good customer service, common sense, and a sense of accomplishment. The segment appreciates fluency and easiness in all services and wants to take care of their own safety. Saving and investing are relevant topics in their lives. The people belonging to the segment appreciate local services and want to support locality. They also want security and expect good service. The group uses channels such as Facebook, Google, YouTube, and Instagram. (Figure 1)

The largest differentiating issues in the people of this segment is the experience of the digital platforms. In this segment, Covid 19 has probably given the biggest boost to use more the digital services when compared to the other segments. Having accustomed to deal with their issues face-to-face or via phone, the group needed to learn to use digital environment to deal with their issues. After Covid 19, they still use services digitally because they are used to it and have noticed how easy it is. Therefore, it is a significant fact that Covid19 has given an additional boost to the digital environment and service.

3 Research Methods

There are two different main research methods, quantitative and qualitative research. The outcome of the first mentioned is presented in numbers and statistics whereas the result of the last mentioned is given in data expressed in words and sentences. The crucial factors in both methods include objectivity, ethicality, and staying truthful to the research results. (Vilpas, 2018)

To make objective research, it is crucial to set the survey questions so that they do not lead on the respondents. Moreover, the respondents should be informed of the subject of the survey in some quantity, but they should be also able to think about the topic from their point of view and with their experience. (Vilpas, 2018)

3.1.1 Quantitative Research

In this research, quantitative research was made to collect answers from different age groups and gender. The number of answers gathered were over 500. The quantitative research method was chosen as there are many respondents and the result will give an idea of people's thoughts as a larger group. Moreover, as the purpose of the research was to gain more knowledge of the target group in a larger scale, the quantitative research method was chosen.

Quantitative research, as mentioned earlier, is based on numbers and statistics. If the answers are collected by using questionnaire, the questions are mostly closed ones meaning that there are no open answer options. The aim is to gain at least 400-500 answers. Otherwise, the results cannot be generalized, and the research loses its creditability. Having a large scale of answers from the whole target group is crucial as the reliability might suffer from too constricted answers from too similar people. Shortly, the quantitative research presents the current situation but does not show about the reasons or consequences of it. (Vilpas 2018) (Heikkilä 2014)

Even though, the research questions are not clearly searching for numeric answers, the data is given in percentages and statistics. Thus, the answers will show the major trends and give an overlook of people's thoughts. For this reason, the quantitative research method was chosen. (Sukamolson 2007)

The qualitative research method gives a lot of information about the overall opinions and trends. However, an error is possible, and the answers should be viewed with skeptical mindset. Errors can be diminished by making clear and easily understood questions and having many respondents. Therefore, the number of answers play a huge role in reliability of quantitative research. Still, there is an error margin and in this research was around 2-3 percent. (Watson 2015)

Most often, data analysis in quantitative research is made using statistics, for example, percentages and figures. This makes it easier to see the differences, similarities, and raising trends. Therefore, the method is the most useful when data is wanted from large number of people and results are wanted in numbers and statistics. (Watson 2015)

In this research, some statistics were created based on the answers to show the differences between different age groups more clearly. Also, a comparison was made between the results. Thus, it was possible to draw conclusions from the comparisons. Having compared the results of the different age groups helps in considering new services for banks and developing the existing ones.

3.2 Research and the Research Questions

The research presented in this thesis was conducted in June in 2022. The answers were collected via survey spread on social media. There were over 500 answers from the target group of the research. The respondents were people between age 22 to 55, both female and men. The answers were distributed into groups based on the age of the respondents and the responses were analyzed using the age differences. The purpose of the research was to find out which kind of values does the digital banking services bring to private customers and how

the values differ depending on the age of the respondent. The research questions are shown below:

What added value does the digital environment bring to the private customers' banking services?

- Which kind of values connect customers from the bank's different customer segments in the digital environment?
- Which kind of vision does the customers have about the digital environment of the bank?
- How do the customers feel about dealing their bank issues in the digital environment instead of coming to the office? How the services could be developed so that the customers feel understood and heard?

4 RESEARCH

4.1 The Respondents and the Research Process

In this research, the quantitative research was used in a form of a survey (Appendix 1). The questions were created based on the theory. The main objective of the survey was to gain knowledge of the consumers' thoughts regarding values that the digital bank service generates. Moreover, the aim was to gain 400-500 answers from the individuals between the ages of 20 to 55.

The research process started very quickly according to a made plan. The process was scheduled clearly as well as all possible issues were considered to keep the survey on time and close it on the agreed date. A well-defined schedule was made, and it was followed at weekly level.

When it comes to the quantitative survey, it was agreed that both writers would share a link on social media, such as Facebook and Instagram. Moreover, some people shared the survey on their own social medias to help gaining more responses. In addition, a raffle was included to the survey to attract more respondents. During the first week, around 200 answers were gained. To increase the number of answers, some people were asked to reshare the survey.

However, when there was a week left of the response time of the total two weeks' time, the situation was considered together to gain 60% more responses, and it was decided to implement an update in one particularly large group on Facebook. From there, survey got over 300 more answers and the aim of 400-500 was achieved.

When considering collecting responses with this kind of process afterwards, it turned out surprisingly easy. At the end of the day, social media has its advantages as it reaches many people and that way it is possible to get many answers easily. Although, some difficulties were faced after the first week, the goal was achieved in the end.

The quantitative research conducted in this thesis should give information about the individuals and their thoughts and values in a bigger picture. Moreover, the data will help in drafting a possible prototype for the online banking services. Next, the age distribution of the respondents will be presented, and after the survey questions will be examined more closely.

4.2 The Background Information of the Respondents

The age distribution of the respondents

554 answers

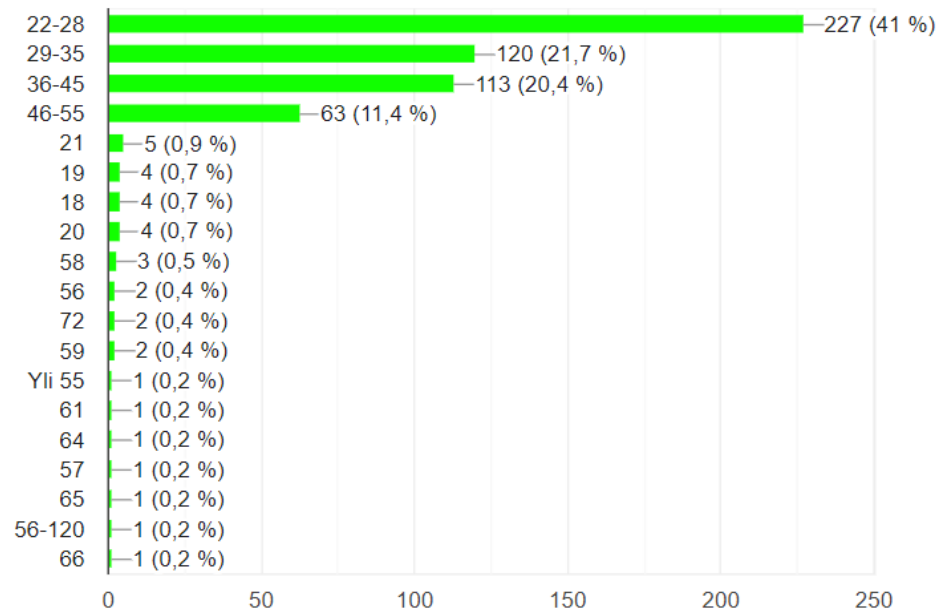


FIGURE 2: The distribution of the respondents' ages

As seen from the figure 2 above, there were 227 answers from the age group of 22 to 28-years-olds, 120 answers from 29-35-year-olds, and 113 answers between ages 36-45. The least answers were from the age group from 46 to 55 years. Total of 554 complete responses were received of which 33 are not considered in this study as they do not fit to the target group. Therefore, the margin of error is some answers.

The people were also asked about their home regions in Finland. The distribution between home regions of the respondents. By having this information, the answers can be examined from different perspectives and to see, whether the home region and living in a bigger city affects to one's choices regarding online banking

services. Thus, almost half of all the respondents were from Pirkanmaa and Uusimaa, which are one of the richest regions in Finland in terms of population. After them, Pohjanmaa and Etelä-Pohjanmaa were selected more often than the other regions in Finland. Thus, the distribution was quite broad when considering that 41,7% of the answerers were from the more urbanized areas whereas the rest of the answers were from smaller areas in terms of population.

4.3 The Survey Questions and the Analysis of the Responses

Question 1: “Do you feel that personal digital banking services bring you value?”

1. Do you feel that the personal digital banking services bring you value? (Value means something what a customer feels valuable, desirable, or congenial)

554 answers

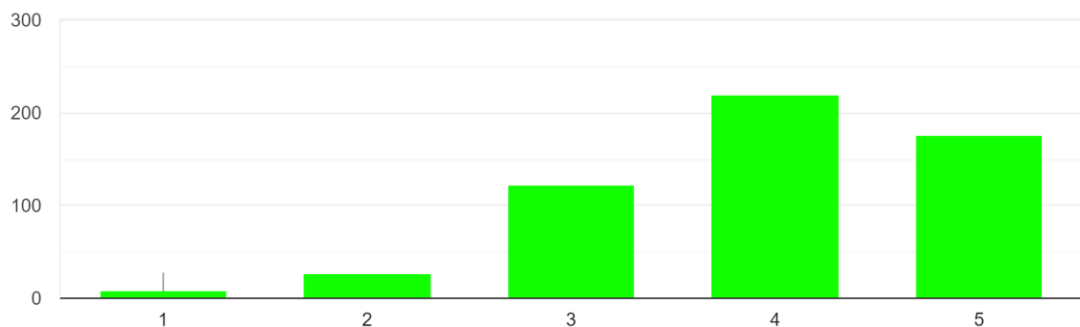


FIGURE 3: The responses to question 1 in a scale 1 to 5 (1 the lowest, 5 the highest).

When it comes to the value that the people feel getting from the personal digital banking services, the youngest group had the highest score of 4.02 in the scale from 1 to 5 (1 the lowest, 5 the highest). The second youngest group of 28-35-year-olds had the average of 3.9. As the youth has a lot of experience of the digital tools such as zoom and teams, it might be that the online platforms do not

feel so strange or far-fetched to use. Moreover, having used many digital platforms to meet friends the youth might not feel uneasy to express oneself clearly in a digital environment.

On the other hand, the two oldest groups in this research had the same average of 3.88 points. Still, the number is not so little, and this means the people over 36- to 55-year-olds do feel also welcomed and eased when dealing in the digital environment. One reason for such a high rate could potentially be Covid-19 and the digitalization happened because of it. People feel more comfortable with technology, and they have found benefit from it.

Question 2: “Is digitalization important in the banking services?”

2. Is digitalization important in the banking services?

554 answers

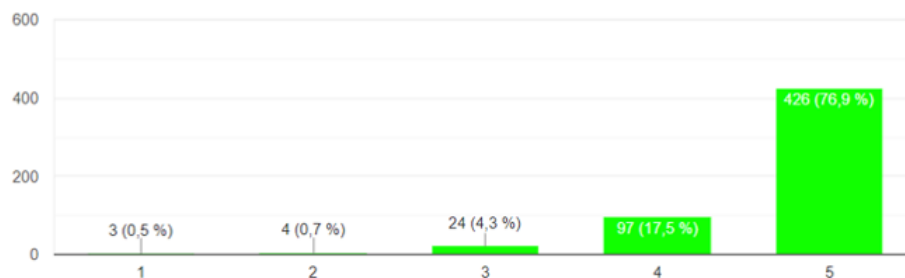


FIGURE 4: Distribution of the answers to question 2 in scale 1 to 5 (1 the lowest, 5 the highest).

As can be seen from the Figure 4, the digitalization is kept as an important matter in bank services. Moreover, 5 is chosen by 76,6 respondents while only 1,2% has chosen 1 or 2 as their answer indicating that the digitalization plays a huge role

in banking services and having content customers. Thus, the digital services that a bank offers do effect on people's choices regarding selection of a bank.

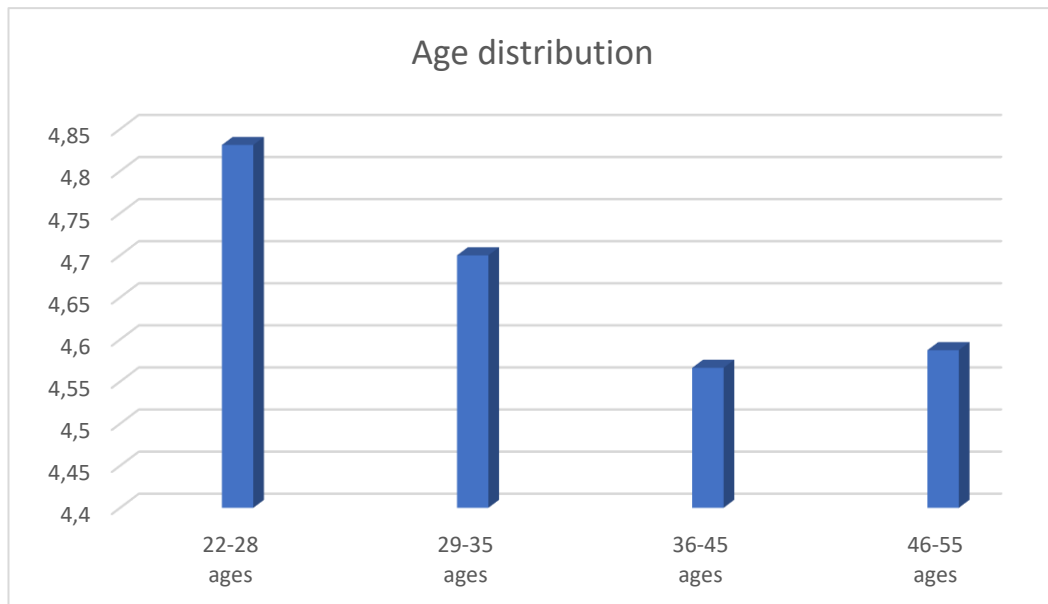


FIGURE 5. The answers to the question 2 with the age distribution.

In overall, all respondents felt that the digitality of the banking services has value. However, as almost half of respondents were under 28-year-old people, the reality might be closer three than five. The youth has lived with technology since their childhood as is accustomed to use modern technology. On the other hand, for many older people, there are many difficulties faced with technology and digital platforms as they have learned to use more advanced technology as late as during their adulthood.

Moreover, the answers to question 1 cannot be generalized to all banking services. For example, people might like to deal with their everyday banking issues online but might face difficulties understanding loan issues via online platform. For this reason, further questions were asked in the survey about the comfortability and thoughts about digital environment.

Question 3: How much does the visuality weight when handling (banking) issues on a digital platform?

3. How much does the visuality of the platform weight when handling banking issues on a digital platform? (colours, layout, appearance)

554 answers

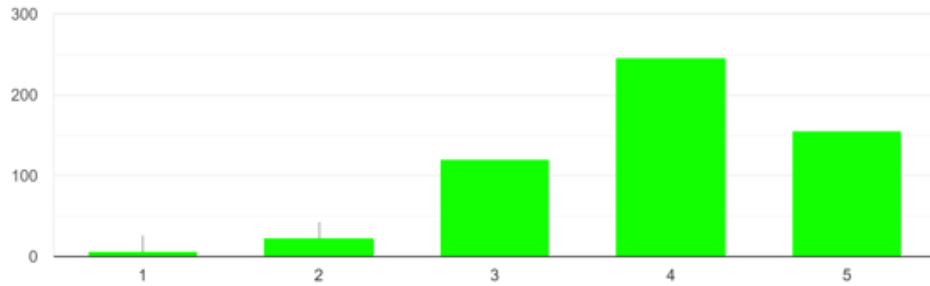


FIGURE 6. The responses how much visuality matters on a digital platform

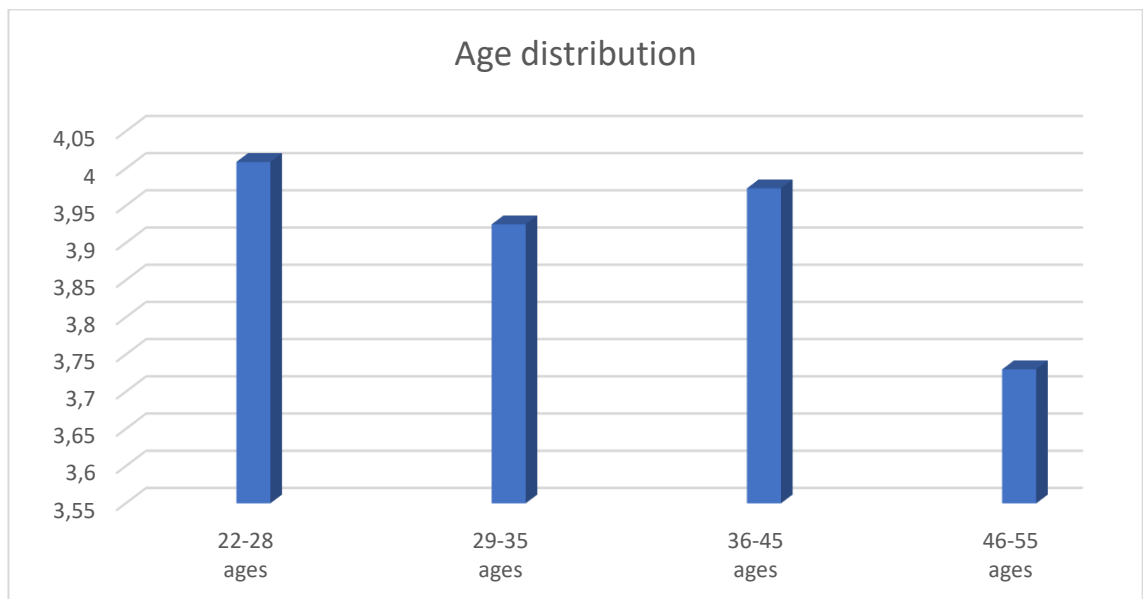


FIGURE 7. Age distribution of question 3.

When it comes to the answers to question 3, the figure 7 shows the answers divided into age categories. This information gives more insights of certain group's thoughts regarding visuality. In the age distribution between the ages of 22 and 28, the responses averaged 4.01 points. In the age distribution, the responses of those aged 28-35 averaged 3.95 points. The age distribution of 36-

45-year-olds had corresponded to an average of 3.97 points. While the age distribution of 46–55-year-olds was also responsible for valuing an average of 3.73 points personal digital services.

Visuality seems to be quite important to all the groups, the changes are small and the differences on averages are not huge. However, the youngest group did weight the visuality to be over 4 when the other groups valued it to be less than four. Of course, it must be remembered that visuality is subjective and individual issue. Moreover, it could be assumed that the younger people use social media hours per day and concentrate quite much on how things look. Therefore, they appreciate visuality more than the older people. The respondents between 46-55 have worked for years in a simple looking digital platform and have got used to a simpler looking platform. Thus, it might lead to not wanting such a visual site from the service providers than the younger ones.

Question 4: “Which kind of values do you keep important in digital banking services?”

In overall, there were three most chosen options to question four: Clarity, convenience, and easiness. However, as almost half of the answers were given by the youngest group of 22-28-year-old people, the answers should be regarded with doubt. Still, when examining the answers age by age, the answers between different groups are in line with each other’s which gives real data of the private customers thoughts about the research topic.

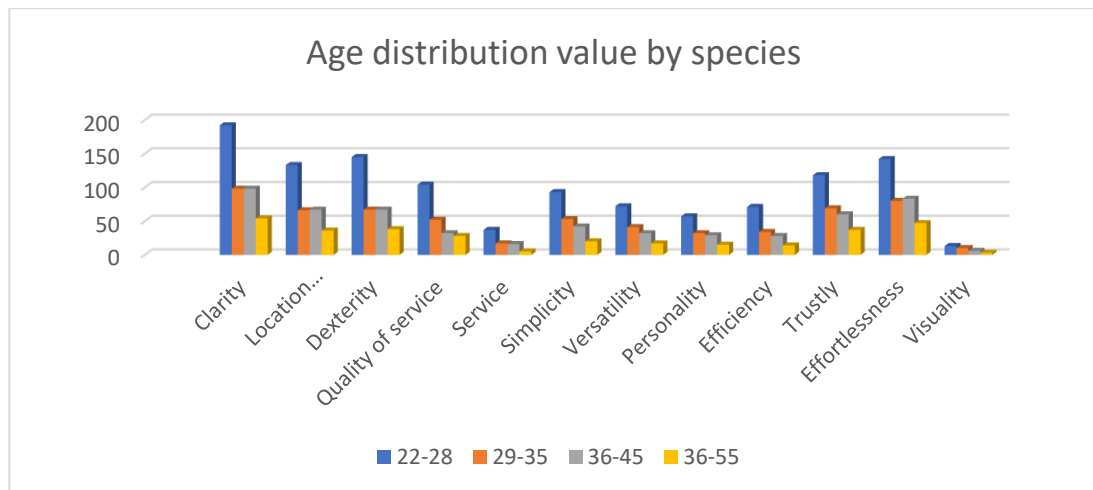


FIGURE 8. The responses divided based on the respondent's age

The answers to question 4 were also examined based on the respondents ages. The distribution can be seen from the figure 8. Surprisingly, all the groups answered similarly, and the five most chosen options by all groups were clarity, conveniency, easiness, undependability of location, and trust. Still, some small differences were found such as the feelings about the quality of service.

The quality of service was rated important in the group 46-55 as almost 44 percent of the respondents chose the quality of service among the 5 most important values. The difference is quite big when comparing to the percentage of the age group from 36-45-year-old: only 28 percent chose it among the 5 most important values. The two other groups had similar percentage rate to the eldest group: The 29-35 years old had 43 percent and surprisingly the youngest group had the highest percentage 46 percent.

This could reflect the situation of the banking services people use in particular ages. Most often 22–35-year-old people take new house loans and renovation loans, and they might appreciate good customer service and having a good contact to their bank. On the other hand, the people between 36 to 45 years old have already a loan and want to tender them to get the best price. In addition, they already know about the different loans and do not need as much help from the bank.

As one of the main objectives of this research was to gain more knowledge of the values that the private customers appreciate in digital banking services, the question 4 was extremely important. As it turned out, people appreciate clarity and overall easiness from the digital services above all else despite of the respondent's age. Thus, it is highly important to make the digital environment user-friendly as well as develop usability continuously.

Question 5. “Which kind of values do you consider important in a digital environment (application or platform)?”

Even though, the answers to question 5 seem like question 4 (Figure 8), there are some differences. Trust is among the 5 most important values, but the numbers of votes have dropped from the personal service. Moreover, the answers are more spread to all the options. However, as in the previous question, visualization was scored quite low as well as the quality of service. Thus, people appreciate more user-friendliness than expressive colours and visual features.

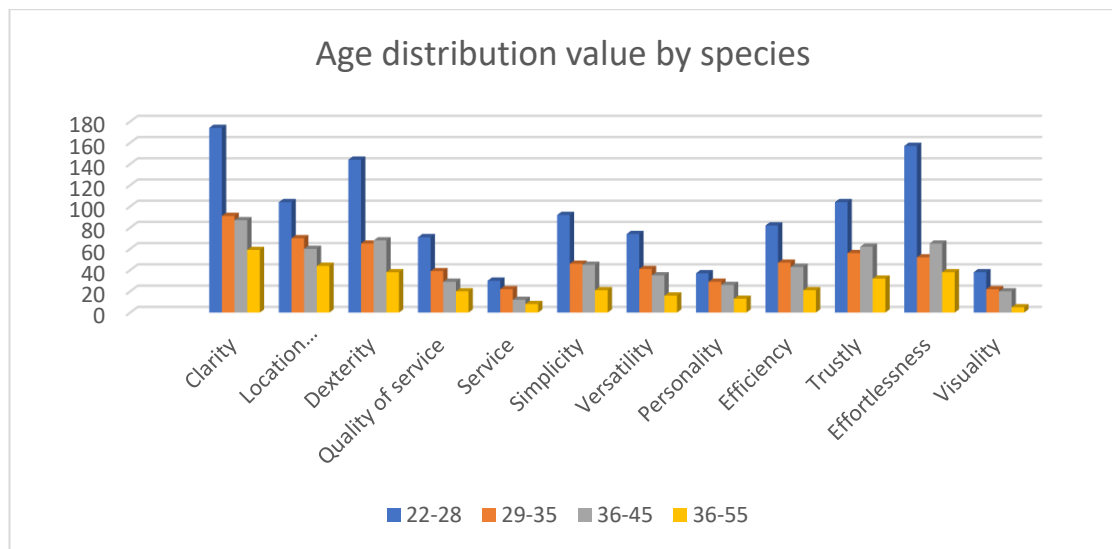


FIGURE 9: The responses distributed based on the age groups.

As can be seen from the figure 9, one thing that was answered differently to question 5 than 4 was the efficiency. The interesting things is how the efficiency is explained. In theory, it means how time and energy is used together so that waste is minimized (Cambridge Dictionary n.d.). In a digital environment, this

could mean the time a user needs to use for clicking and moving to the wanted place in the certain digital platform. Clarity and easiness to use is closely attached to efficiency. Shortly, user wants everything to be easy and fast to use.

Trust was selected to be more important than quality of service, visualization nor simplicity. One explanation could be the fact that nowadays many frauds spread in banks names and there is much doubt on Internet. Especially in bank issues people are careful so that the risk to lose one's money for a hoax is minimized. Thus, the low level of trust on digital environment shows in the responses as high appreciation to trust.

Question 6. “Do you prefer to choose a digital environment, a brick-and-mortar office or both when handling your banking issues?”

6. Do you prefer to choose a digital environment, a brick-and-mortar office or both to handle your bank issues?

554 answers

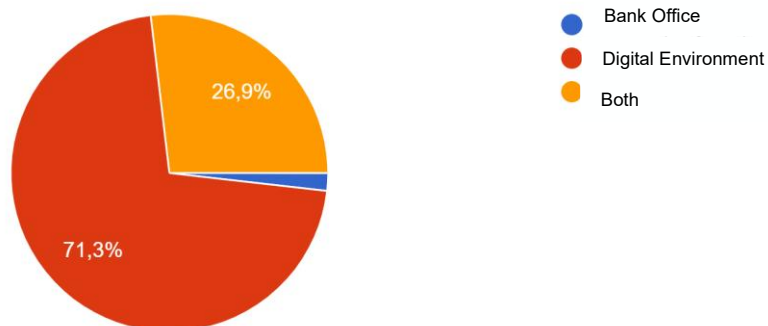


FIGURE 10: The favourite location to handle one's banking issues.

When it comes to the question number six, digital environment was chosen as the preferred place to handle one's banking affairs. Brick-and-mortar office was only chosen by only 1.8 percent. Still, the little number of answers from the eldest group could affect to the answers. However, it could be concluded that the digital environment is the most pleasant environment for people to take care of their banking issues. Still, more details were wanted regarding the preferred location and further questions were asked regarding the topic.

Question 7. “Values of personal digital service. Do you feel that in the digital environment...”?

7. The values of the digital environment. Do you feel that... (1 very little, 5 very much)

554 answers



FIGURE 11: Answers by all groups in a scale from 1 to 5 (1 the lowest, 5 the highest importance).

Based on the answers shown in the figure 11, the respondents valued the most the smooth process of handling the bank issues as well as felt that the process proceed quickly. In addition, quite strong answers were also given to the service staying satisfying. However, the personality of the service was given a lower grade as well as to the question regarding the feeling of being heard by the bank official.

One main issue in handling one's banking things in a digital environment could be the fact that the body language is harder to interpret. The customer might get vaguer picture of the issues and there might be things misunderstood. Also, the bank clerk might miss the client's misunderstanding. Thus, the customer might feel of not being heard as there might be for example technical issues and other interruptions in the digital environment. Also, the customer might feel intimidated to ask questions and to interrupt the clerk.

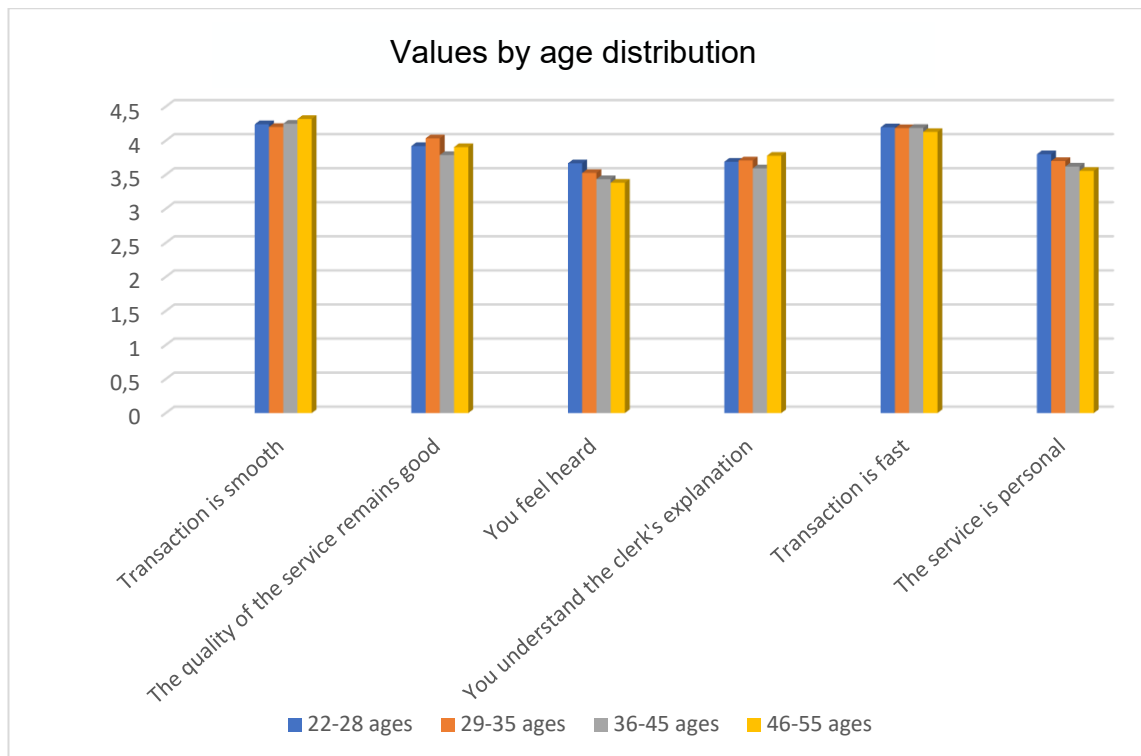


FIGURE 12: Answers to question 7 divided based on the responses of the age groups.

Especially the eldest group felt unheard and easily misunderstood in a digital environment (Figure 12). They also felt that the customer service was non-personal in the digital platform. Thus, they might prefer handling their banking issues face-to-face in the brick-and-mortar office. Moreover, people aged over 46 have experienced truly different banking world and might compare today's banks to the ones that used to be 20 years ago. They also know how to demand and to question the service and have higher expectation regarding the service.

When it comes to the answers regarding the quality of service remaining good in a digital environment, the age group of 28-35 scored it the best of all groups. Interestingly, the youngest group and the second eldest groups scored it less good. The same group of 28-35-year-olds gave the smallest score to the smooth transaction. As the group is in the age of buying a house and starting a family, they might need more clarity to the online meetings and more information from the bank official. Thus, they do not understand everything and need clear explanations regarding for example loan issues and different insurances regarding the loans. Unlike the youngest groups, the bank issues get more serious, and it is vital to understand everything.

Question 8. “Which banking services do you prefer to use digital platforms for?”

8. Which banking services do you prefer to use digital platforms for?

554 answers



Figure 13: All answers to question 8 from the scale of very little to very high.

Even though, almost 71.3 percent of the respondents chose the digital environment to be their favourite place to handle their bank issues (Figure 10), the answers to questions 8 were distributed quite differently (Figure 13). It seems that most of the respondents like to deal with their banking issues online but when it comes to issues which are normally more difficult to understand, such as funding, the opinions vary. Probably, one of the main issues is difficulties in understanding and to perceive the bigger picture. Hence, some people might find it hard to figure out things in digital environment and need concrete things such as flyers and pictures to understand. Also, some might feel that it is harder to ask questions in a digital environment and have a proper conversation. In addition, having a face-to-face meeting might help some to build trust more easily which was scored highly important in the earlier question 5 (Figure 9).

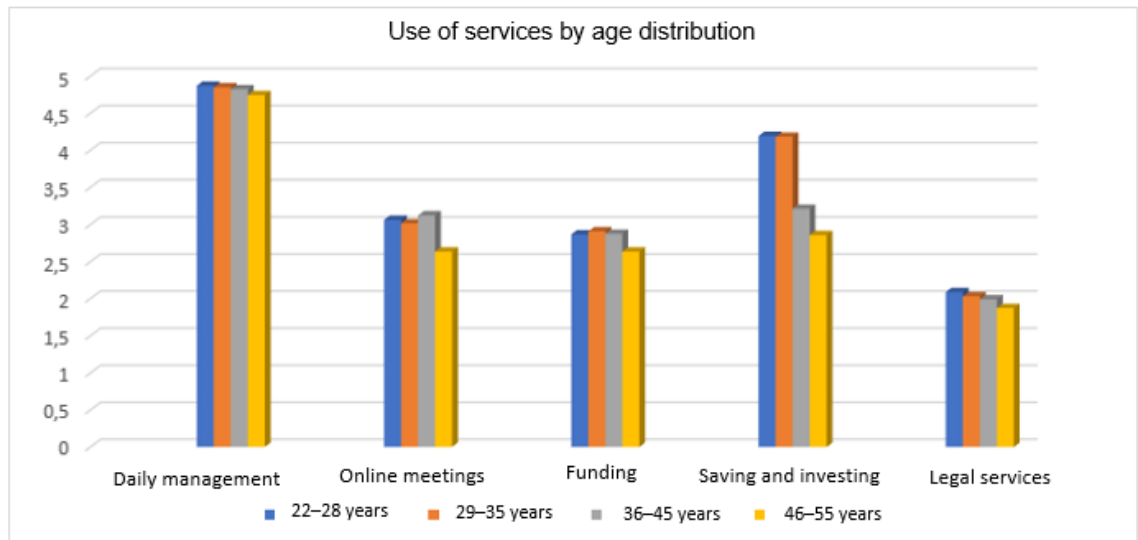


FIGURE 14: Answers to question 8 divided based on the respondent's age.

When it comes to the investing activities the two youngest group were the most eager to handle things online (Figure 14). Thus, they can find information by themselves and figure out how to invest their money properly. Today, there are many programmes and platforms providing the information which many young people use regularly, for example, podcasts talking about investing. Therefore, they might lean to self-learned information more than a bank. Still, elder people tend to lean on the bank's proficiency on investing activities.

Additionally, the grade 1 (Figure 14) was given to the law issues most often which could reflect to the theory with trust and understanding everything. Law issues are far-fetched to many and are hard to understand. Therefore, it might be that people feel it hard to understand online and need to ask many questions and repeat things. There were no large differences between different age groups as can be seen from the figure 14.

4.4 Open questions

Two open-ended questions were implemented to the survey to deepen the understanding of the individuals' thoughts about digital banking services. The respondents were able to write their own thoughts and reflections related to the

digital service and environment, as well as their personality. Many did not answer or answered, "I don't know". However, the survey received extremely detailed open-ended responses which helped to summary and to reflect the topic in deeper level. Hence, almost 400 open answers came from different age groups. The open answers turned out to be a lot of answers referring to the same things, but also a few good new things that will be highlighted in the next paragraphs.

4.4.1 Experiences of the Digital Environment and the Digital Services

Question 9. was “What kind of challenges does the digital environment and service bring you in personal services?”

"I'd rather talk than write, so personal service is important so that misunderstandings don't arise, and I don't get enough clarity on the question asked." According to the survey, understanding the bank vocabulary has produced a lot of difficulties and using it has brought a lot of misunderstandings. Many people feel that communication is difficult because they specifically do not understand everything they get in response. For example, it is easy to get confused in loan matters and therefore to misunderstand. With personal service (meaning talking), one can avoid misunderstandings and communication is much easier. Many had commented that writing is difficult when you don't know how to write things in an understandable form when speaking is easier and more understandable. Talking also gives more personal impact of the service and people feel it to be more effective when dealing with a problem.

"Personal service is completely missing from digital services. I don't think that a mere message box in an online bank is a personal service. The content of the services should be modified/can be modified based on customer's personal behaviour. Digital services should offer the opportunity to do as much as possible yourself, and when the need for help/experts arises, the connection must be established quickly."

"It is very difficult or even impossible to manage e.g., the deceased's banking affairs, or closing accounts if the accounts are in a different bank than the users." A few open answers came about how difficult it is to manage the affairs of a deceased person electronically, or minor children. Dealing with these things has been made difficult and complex. The downside of the current GDBR is that people's information is protected very carefully, and the instructions in the banking field have become extremely strict. Even parents find it challenging to do business on behalf of their children because data protection protects them as well.

"Banks' online service pages/applications are sometimes unnecessarily complicated, and it has been difficult to find the functions I want." The most responses were about functionality, usability, and response times. The response time may be up to three days, and if a response is needed quickly, this will not work. The respondents had of the opinion that the response time should be faster. Many also spoke about the lack of a sense of security. Thus, there is little trust that the digital environment is reliable. The fear that one's information and things would leak into the hands of fashion was evident in many answers.

The respondents thought that the digital environment was untrustful when comparing to talking on the phone or going on-site to do business with a person. Regarding usability, the respondents said that there are many service interruptions that slow down and bring uncertainty to transactions. For example, mobile applications also caused difficulties for the respondents while bringing some great benefits such as undependability of location. Moreover, user-friendliness and clarity of the environment in addition with personal nature of the service received the most comments from respondents for the question 9.

4.4.2 Experiences of the Personal Banking Services

Question 10. How could personal banking services be developed in digital environment?"

In overall, people were expressing their feelings regarding their feelings about personal banking services quite openly. Many hoped for more diverse services

and the possibility of handling everything online. However, some of them felt that the mobile applications were not enough good and hoped for better platform. Thus, people are so used to dealing all their bank issues via apps that they get surprised wherever they cannot handle something via the app. This makes them feel irritated and unhappy.

Moreover, some particular features were hoped to be added to the mobile bank apps. These were budgeting feature and economic calculator. Thus, people want help in balancing their economy and to easily gain information about their economic situation. The individuality is highlighted in these kinds of features as instead of talking about their money issues with someone, for example a bank official, they prefer examining the information themselves.

Even though, many people answered to question 10 "I do not know", there were some good and well-explained comments regarding banking services in a digital environment. One often mentioned issue was the chat box which many websites use nowadays. It was said that the chat boxes should be developed further, and people wished that a human would be directly on the other end instead of a robot.

When it comes to the online loan applications, people were hoping for possibility to leave a call back demand. Often, the applications are sent without promises for a contact. The same problem was mentioned regarding the saving and investing issues, "The same thing regarding the saving and investing. It would be nice if the customer could choose whether they want to be contacted by person to have personal service regarding the topic." The interesting part of this comment was the personal service, which have been one of the main topics in this research. People do find it important as they mentioned it in their comments without asking about it.

Moreover, the respondents also hoped to have their own bank person to handle everything. One comment was bringing up the topic of knowing their customer and how it makes dealing with the bank issues easier for the customer. The comment was "The bank official would be my own person so that I know whom with I am dealing my things. It also makes it easier to explain my situation when the

person already knows me and my background.” This answer reflects the previously presented answers to question 7 in the survey where the results showed that people find it difficult to answer the bank official in a digital environment. By having their own personal bank official, people feel more comfort in dealing with their bank issues and sharing their feeling regarding their economic situations.

In addition, as mentioned earlier people were hoping for easily-understood language in the chat, web bank messages and from their bank official. This leads back to the difficulties in understanding everything and following up the bank official. One suggestion for the bank could be to bring some concrete things to the online meetings for example, pictures and statistics as well as use client’s own personal situation in the visualization. This could help people understand things better and make it nicer to handle things online. Moreover, it is important to know, whom they are dealing with. Thus, online meetings are good but maybe pictures of the bank officials could be added to the web bank sites and to the chat boxes.

5 CONCLUSION

The purpose of the study was to gain knowledge of the values that the digital services bring to the private customers of the banks. In addition, the aim was to find out whether people find digital banking services valuable and humane. Can the modern digital service fill the customer's wishes and expectations? Does it effect on their choices regarding bank selection?

The research was completed using quantitative research method and answers were collected via survey. For the study, it was relevant to compare people in different ages and their expectations and thoughts regarding digital banking services. However, the sex was not asked due to the unimportance to the results. In the end, the survey was answered by 554 people.

It was found out that the digital services play huge importance to majority. Almost all the respondents preferred digital environment for daily banking services but when it came to the other banking fields such as funding and investing, the results were spread more widely. Still, people want to have the opportunity to visit the bank and to talk with a bank official. Moreover, respondents were hoping to have their own bank official who knows them. In overall, having a familiar bank official could improve the customer satisfaction in online meetings. The reason is that the bank official knows the background of the client and can adjust the meeting for their specific needs keeping the meeting relaxed.

The responses showed that people value easiness from the digital bank services as well as want to feel safe in the digital environment. Trust was scored as highly important with handiness, undependability of space and easiness. In the end, there were not that many differences between the different age groups. Some differences were found in terms of what people appreciate and what they found difficult in the digital environment.

More differences were found out in the issues that people feel about the online meetings. As a result, the eldest group of 46-55-year-olds felt unheard in the meetings which could be a result of the fact of not having communicated in the

digital environment as much as the younger groups. On the other hand, the second youngest group of 29-35-year-olds felt that the quality of service stays good in the digital environment unlike the youngest group of 22-28-year-olds. Thus, the second youngest group appreciates the digital services and like to use digital environment for many different banking activities such as investing even though the two older groups found it less pleasant for them. Hence, digital banking services bring value especially to the 29-35-year-old.

As 29-35-year-old people are important target market for the bank X, the information regarding their thoughts is important. As a result of this study, the digital services are worth of investing and developing. Especially the investing activities could be moved to the Internet. However, many felt that the bank language is hard to understand which should be considered when creating digital banking services. In addition, the bank X should think about the visuality of the platforms as well as user-friendliness and clarity.

The open comments gave some extra information of respondent's opinions and how they feel about handling their banking issues online. In overall, people wanted to use the digital platforms, but it also causes troubles in understanding everything. Especially for the most difficult things such as funding, customers often feel unheard and misunderstood. Thus, the bank official might not see the misunderstanding of the client as the body language is harder to interpret in the online meetings. Therefore, some materials could be added to the meetings and tools to visualize for example the loan time, the interest rates, and other crucial parts of the funding.

5.1 Proposals

One proposal for bank X could be a mapping tool which visualizes the client's capabilities to pay their loans as well as take care of their economy in a long-term perspective. The tool could be modified by for example, increasing the interest rate for some years. By having this too, the bank officials could terminate the best loan types for their customers as well as show how things can change over time.

Moreover, the tool could also be used in investing activities and showing how people's investments grow over time.

The mapping tool would help people to manage their economies and to prepare for worse. This makes it easier to handle harder times and help in preparing for surprising costs. The tool would increase the safety that customers feel with their money as well as increase trust between the client that the bank official which was rated high by the respondents of the survey.

In addition, some interviews could be conducted to know more deeply people's thoughts regarding the values of online banking services. The interview questions could be created using this quantitative research. Qualitative research would give more depth knowledge of people's thoughts and hopes as well as they would more properly know what the interviewer is asking from them.

REFERENCES

Andersén A. 2021. Digitaaliset rahoituspalvelut. 1st edition, Helsinki, Alma Talent Oy.

Bloomberg, J. 29.4.2018. Digitization, Digitalization, And Digital Transformation: Confuse Them At Your Peril. Read on 23.4.2022.

<https://www.forbes.com/sites/jasonbloomberg/2018/04/29/digitization-digitalization-and-digital-transformation-confuse-them-at-your-peril/?sh=e87c72e2f2c7>

Cambridge Dictionary. N.d. Efficiency. Read on 3.7.2022. <https://dictionary.cambridge.org/dictionary/english/efficiency>

Chen, J. 17.04.2022. Know Your Client (KYC). Read on 18.04.2022.

<https://www.investopedia.com/terms/k/knowyourclient.asp>

Danske Bank. N.d. MiFID- Rahoitusvälineiden markkinat -direktiivi. Read on 18.04.2022. <https://danskebank.fi/yrityksille/sivut/mifid>

Finanssivalvonta. N.d. Pankkivalvonta. Read on 02.04.2022. <https://www.finanssivalvonta.fi/pankki/>

GDPR.EU. N.d. What is GDPR, the EU's new data protection law? Read on 18.04.2022. <https://gdpr.eu/what-is-gdpr/>

Hapuli N. & Valtonen A. 2011. Asiakastutkimus palvelukanavien käytöstä ja tyytyväisyydestä: Case Sampo Pankki Oyj. Jyväskylän ammattikorkeakoulu. Bachelor's thesis.

Heikkilä, T. 2014. Kvantitatiivinen tutkimus. Read on 27.4.2022. <http://tilastolinentutkimus.fi/1.TUTKIMUSTUKI/KvantitatiivinenTutkimus.pdf>

Indeed. 03.2021. What Is Digital Sales? Read on 16.05.2022. <https://www.indeed.com/career-advice/career-development/digital-sales>

Kenton, W. 16.03.2022. Anti Money Loundring (AML). Read on 18.04.2022. <https://www.investopedia.com/terms/a/aml.asp>

Lotame. 14.12.2021. What Is Market Segmentation? Read on 16.05.2022. <https://www.lotame.com/what-is-market-segmentation/>

Minilex. N.d. Rahoituspalveluiden etämyynti. Read on 16.05.2022.

<https://www.minilex.fi/a/rahoituspalvelujen-et%C3%A4myynti>

Naimi-Sadigh, A. Asgari, T. & Rabiei, M. 8.3.2021. Digital Transformation in the Value Chain Disruption of Banking Services. J Knowl Econ (2021). Read on 25.4.2022. <https://doi-org.libproxy.tuni.fi/10.1007/s13132-021-00759-0>

Sukamolson, S. 2007. Fundamentals of quantitative research. Language Institute Chulalongkorn University, 1(3), 1-20. <https://www.researchgate.net/pro->

[file/Vihan-Moodi/post/What are the characteristics of quantitative research/attachment/5f3091d0ed60840001c62a27/AS%3A922776944787456%401597018576221/download/SuphatSukamolson.pdf](file/Vihan-Moodi/post/What%20are%20the%20characteristics%20of%20quantitative%20research/attachment/5f3091d0ed60840001c62a27/AS%3A922776944787456%401597018576221/download/SuphatSukamolson.pdf)

Vester, O. 2016. Value Creation and Co-creation: Organisational Approach to Online Service Innovation. Jyväskylän ammattikorkeakoulu. Bachelor's thesis.

Vilpas, P. 2018. Kvantitatiivinen tutkimus. Read on 25.4.2022. <https://users.metropolia.fi/~pervil/kvantsu/Moniste.pdf>

Watson, R. 1.4.2015. Quantitative Research. Nursing standard 29 (31), 44-49.

APPENDICES

Appendix 1. Survey

1 (8) Survey question 1.

1. Koetko, että henkilökohtainen digitaalinen pankkipalvelu tuottaa sinulle arvoa? (Arvolla tarkoitetaan jotakin, mitä kuluttaja kokee arvokkaaksi, toivotuksi ja halutuksi) *

	1	2	3	4	5	
Erittäin vähän	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Erittäin paljon

2 (8) Survey question 2.

2. Onko digitaalisuus tärkeää pankkipalveluissa? *

	1	2	3	4	5	
Erittäin vähän	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Erittäin paljon

3 (8) Survey question 3.

3. Miten paljon visuaalisuudella on merkitystä asioidessasi digitaalisessa ympäristössä? (Esimerkiksi värit, asettelu, ulkoasu) *

	1	2	3	4	5	
Erittäin vähän	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Erittäin paljon

4 (8) Survey question 4.

4. Minkälaisia arvoja koet tärkeänä digitaalisessa palvelussa? Valitse 5 tärkeintä asiaa. (Digitaalinen palvelu tarkoittaa palvelua, joka tapahtuu digitaalisella alustalla.)

	1. sarake
Selkeys	<input type="checkbox"/>
Paikasta riippumattomuus	<input type="checkbox"/>
Kätevyys	<input type="checkbox"/>
Palvelun laatu	<input type="checkbox"/>
Palvelu	<input type="checkbox"/>
Yksinkertaisuus	<input type="checkbox"/>
Monipuolisuus	<input type="checkbox"/>
Henkilökohtaisuus	<input type="checkbox"/>
Tehokkuus	<input type="checkbox"/>
Luottamus	<input type="checkbox"/>
Vaivattomuus	<input type="checkbox"/>
Visuaalisuus	<input type="checkbox"/>

5 (8) Survey question 5.

5. Minkälaisia arvoja koet tärkeänä digitaalisessa ympäristössä (sovellus tai alusta)? Valitse 5 tärkeintä asiaa. (Digitaalisella ympäristöllä tarkoitamme paikkaa, jossa käytät digitaalista alustaa ympäristönä asioiden hoitamiseen)

	1. sarake
Selkeys	<input type="checkbox"/>
Paikasta riippumattomuus	<input type="checkbox"/>
Kätevyys	<input type="checkbox"/>
Palvelun laatu	<input type="checkbox"/>
Palvelu	<input type="checkbox"/>
Yksinkertaisuus	<input type="checkbox"/>
Monipuolisuus	<input type="checkbox"/>
Henkilökohtaisuus	<input type="checkbox"/>
Tehokkuus	<input type="checkbox"/>
Luottamus	<input type="checkbox"/>
Vaivattomuus	<input type="checkbox"/>
Visuaalisuus	<input type="checkbox"/>

6 (8) Survey question 6.

6. Valitsetko asiointiin mieluiten digitaalisen pankkipalvelun, kivijalkakonttorin vai molemmat? *

- Pankki (kivijalka)
- Digitaalinen ympäristö
- Molemmat

7 (8) Survey question 7.

7. Henkilökohtaisen digitaalisen palvelun arvot. Koetko, että digitaalisessa ympäristössä... (1 erittäin vähän, 5 erittäin paljon) *

	1 Erittäin vähän	2 Vähän	3 Hieman	4 Paljon	5 Erittäin paljon
...Asiointi on su...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...Palvelunlaatu...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...Koet tulles...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...Ymmärrät vir...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...Asiointi on n...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...Palvelu on he...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8 (8) Survey question 8.

8. Missä pankkiasioissa käytät mieluiten digitaalisia palveluita? *

	1 Erittäin vähän	2 Vähän	3 Hieman	4 Melko paljon	5 Paljon
Päivittäisasiointi...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Verkkotapaaminen...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rahoitus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Säästäminen j...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lakipalvelut	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9 (8) Survey question 9.

9. Minkälaisia haasteita digitaalinen ympäristö ja -palvelu tuo sinulle henkilökohtaisessa palvelussa? *

Pitkä vastausteksti

10 (8) Survey question 10.

10. Miten henkilökohtaista pankkipalveluita voisi kehittää digitaalisessa ympäristössä? *

Pitkä vastausteksti
