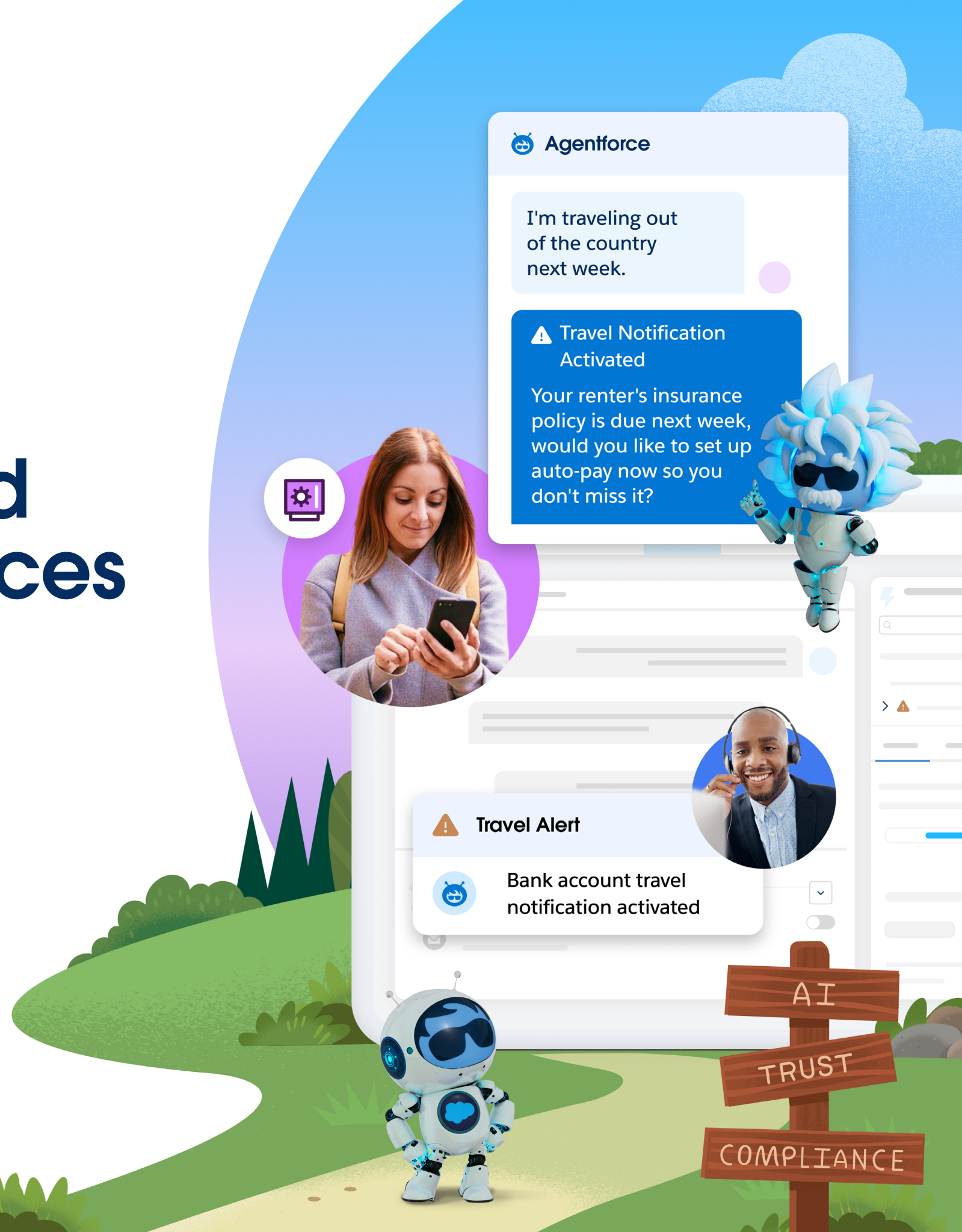


salesforce

SECOND EDITION

The Connected Financial Services Report

Insights and trends on AI, digital engagement, and customer loyalty from 9,500 consumers worldwide



A Note from Salesforce for Financial Services

The financial services industry is no stranger to innovation, including artificial intelligence (AI). From detecting and preventing fraud to making better underwriting decisions, AI has played a prominent role in the sector for years. What if financial services institutions had a limitless workforce? The next generation of AI – agents – is set to again revolutionize financial services through a new source of digital labor that automates tasks, enhances customer experiences, and ensures the highest compliance.

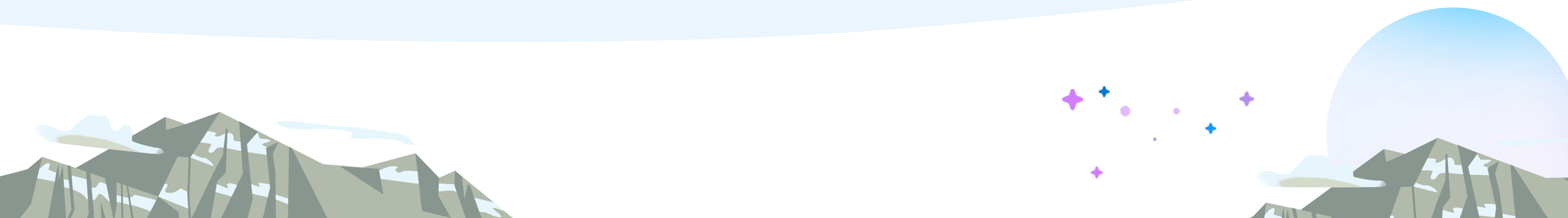
Our latest Connected Financial Services Report, based on a new survey of 9,500 global consumers, reveals plenty of expectations and pain points for agents to address, such as:

- 1 47% of consumers often have to repeat or re-explain information to different representatives
- 2 56% of consumers say their institutions don't proactively anticipate their financial needs
- 3 Only 15% of customers say their institutions exceed expectations for actionable insights and tips that improve their financial health

Salesforce believes the shift to agents will benefit customers through faster, more seamless sales and service experiences. At the same time, representatives and advisors will be freed up from rote tasks to spend more time with customers and strengthening relationships that foster better financial health. This shift will also fulfill a key expectation of consumers – especially younger ones – for an outsized role of AI in their relationships with financial institutions compared to other industries.

But like with any new technology, firms need to ensure that the underpinning data is managed with high standards of security and privacy, and that compliance is maintained with the right controls and guardrails. Only then will the technology fulfill its promise for customers, employees, and partners.

We hope you find the information in this report useful as you plan the next chapter of your business's – and customers' – growth as the industry enters the agentic AI era.



What You'll Find in This Report

For this report, Salesforce surveyed 9,500 financial service institution (FSI) customers worldwide to discover:

- What fosters consumer loyalty and drives customer attrition in financial services
- The latest preferences and expectations for digital customer experiences
- How consumers think about the increasing and evolving use of data and AI in the industry – including agentic use cases

Data in this report is from a double-anonymous survey conducted from September 10 through October 18, 2024. Respondents represent 22 countries across five continents. All respondents are third-party panelists. For further survey demographics, including income range definitions, see page pages 45 and 46.

Due to rounding, not all percentage totals in this report sum to 100%. All comparison calculations are made from total numbers (not rounded numbers).



9,500 FSI customers
surveyed worldwide



Salesforce Research provides data-driven insights to help businesses transform how they drive customer success. Browse all reports at salesforce.com/research.

Contents

Executive Summary 05

Introduction 06

Chapter 1: The State of Customer Relationships 10

Chapter 2: The State of Digital Experiences..... 17

Chapter 3: Financial Services Enters the Agentic AI Era 21

Chapter 4: Data, Trust, and Infrastructure Are Works in Progress..... 26

Appendix 31

Additional Information..... 44



Executive Summary

Introduction

As consumers' senses of financial security grow, they're increasingly turning to digital tools and channels to reach their goals. At the same time, they are grappling with how AI will change their interactions with the financial services industry. **Fifty percent of consumers expect AI to have a bigger impact on their relationships with FSIs compared to other industries.**

01 The State of Customer Relationships

While competitive rates, fees, and pricing are the logical top factor that builds customer loyalty, differentiated service is a close second that can prevent attrition, particularly among FSIs' most lucrative customers. **Forty-six percent of consumers – including 55% of high earners – would stay with an FSI that provides an excellent customer experience even if they raised rates or fees.**

02 The State of Digital Experiences

Although the share of consumers happy with institutions' digital experiences has risen significantly, fewer than half of consumers are fully satisfied. **Up to 60% of consumers expect a given financial services task to be fully automated.**

03 Financial Services Enters the Agentic AI Era

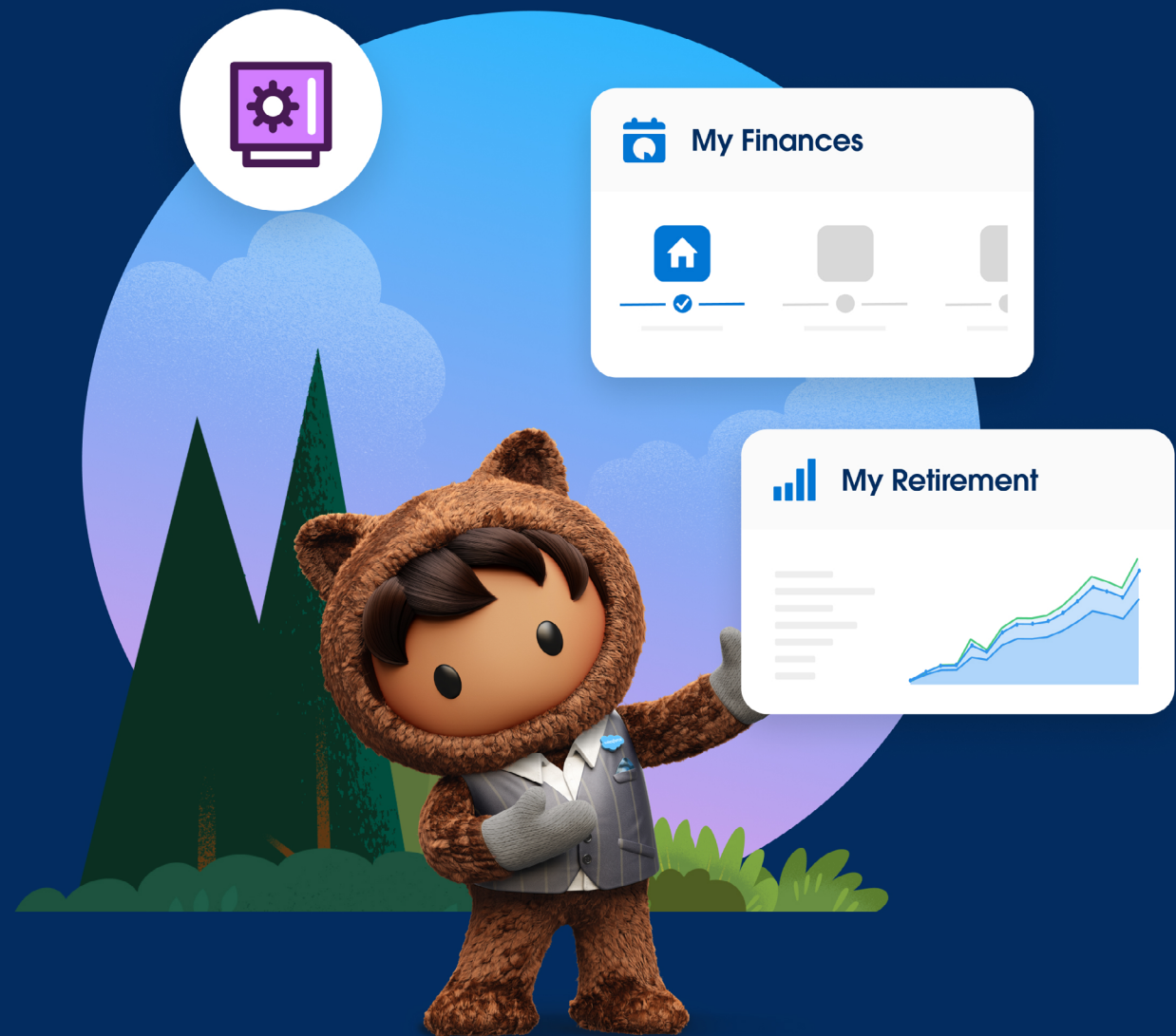
Consumers are generally open to a variety of AI use cases in financial services, including those powered by assisted and autonomous agents. But as institutions ramp up AI adoption, they'll need to demonstrate how it's used safely, ethically, and responsibly. **Fifty-four percent of consumers trust the use of AI agents in financial services.**

04 Data, Trust, and Infrastructure Are Works in Progress

Customer experience standards require a solid base of reliable, interconnected, and accessible customer and business data. Financial institutions face the dual challenge of earning customers' trust in their data stewardship and ensuring their data infrastructure is up to the task. **Eighty-four percent of consumers would switch financial services institutions if they felt their information was mishandled – up from 78% in 2023.**



Introduction



The State of Personal Finances

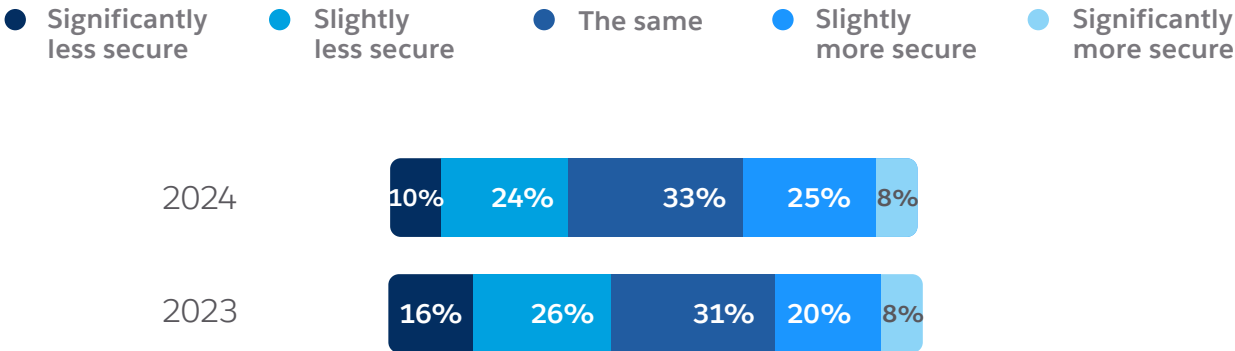
Consumers have been on an economic rollercoaster over the past few years. Between supply chain issues, inflation, rising interest rates, and even a short-lived regional banking crisis in the U.S., there has been plenty of economic uncertainty to go around.

Today, consumer outlook is more positive. Two-thirds (66%) of global consumers feel their finances are more secure or stable – up from 59% in 2023.

As consumers look to the future, 97% have at least one financial goal. Gen Z and millennial consumers – who collectively represent over half of the population – are focused first and foremost on building wealth, whereas their Gen X and baby boomer counterparts are more concerned about planning for retirement. In addition to demographics, priorities vary across geographies. For example, Americans are focused on paying off debt while estate planning and educational funding are consistently low priorities.

Consumers Set Goals as Their Sense of Financial Security Rises

Sense of Financial Security Compared to Prior Year



See p.32 for additional segmentations

Consumers' Top Financial Goals

- 1 Building wealth
- 2 Planning for retirement
- 3 Creating or maintaining an emergency fund
- 4 Saving for a major purchase
- 5 Paying off debt

See pgs. 33-34 for additional segmentations



Customer Engagement Standards Are Evolving

Although taking the pulse of broad economic sentiment can paint a valuable picture, the reality is that no two consumers are the same.

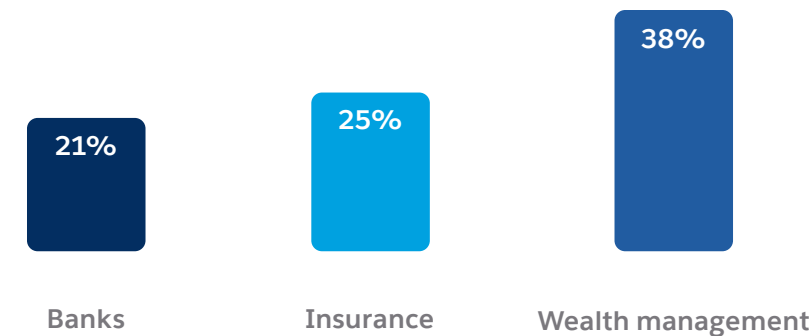
The financial services industry has always been built on relationships, but consumers have become less than impressed with what their financial service institutions deliver.

Today, personalization means more than adding a customer’s name in communications. Tailored customer service and offers based on an individual’s unique circumstances are especially top-of-mind. For the rising Gen Z customer base, personalized data and insights that help them make sense of their unique financial picture – such as where their financial progress stands against their peers – will make an institution stand apart.



Financial Services Institutions Have an Opportunity to Differentiate On Personalization

Consumers Who Are Fully Satisfied With Financial Services Institution Personalization



Ranked Importance of Personalization Factors

	Total	Gen Z	Millennials	Gen X	Baby boomers
1	Customer service interactions	Data and insights	Customer service interactions	Customer service interactions	Customer service interactions
2	Offers	Customer service interactions	Offers	Offers	Communications
3	Data and insights	Offers	Data and insight	Data and insight	Offers
4	Communications	Communications	Communications	Communications	Data and insight
5	Product recommendations	Product recommendations	Product recommendations	Product recommendations	Product recommendations

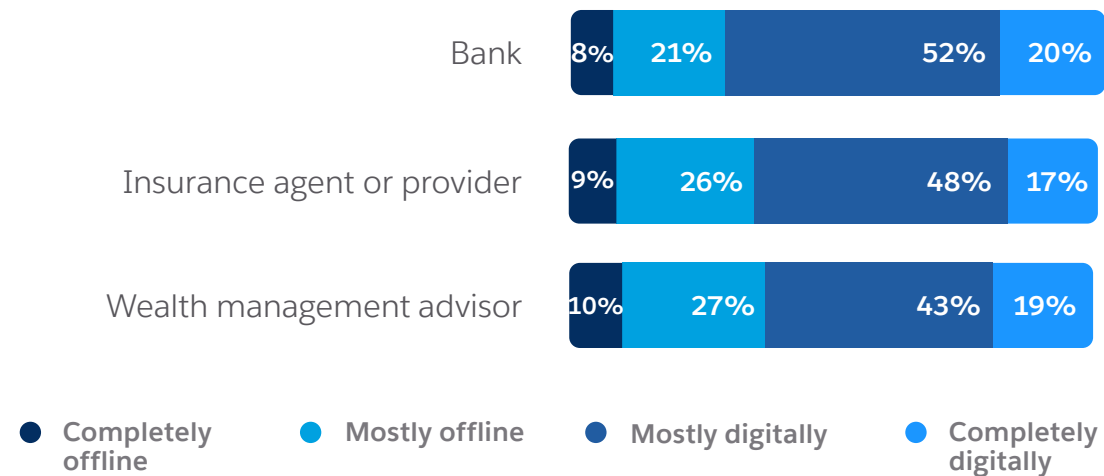
AI Ups the Ante for Digital Transformation

The shift to digital-first engagement is all but complete in financial services, with a strong majority of customers preferring to conduct all or most business through channels like mobile apps and account portals. Today, even high touch, high stakes wealth management relationships are more likely to be built over email than over the phone.

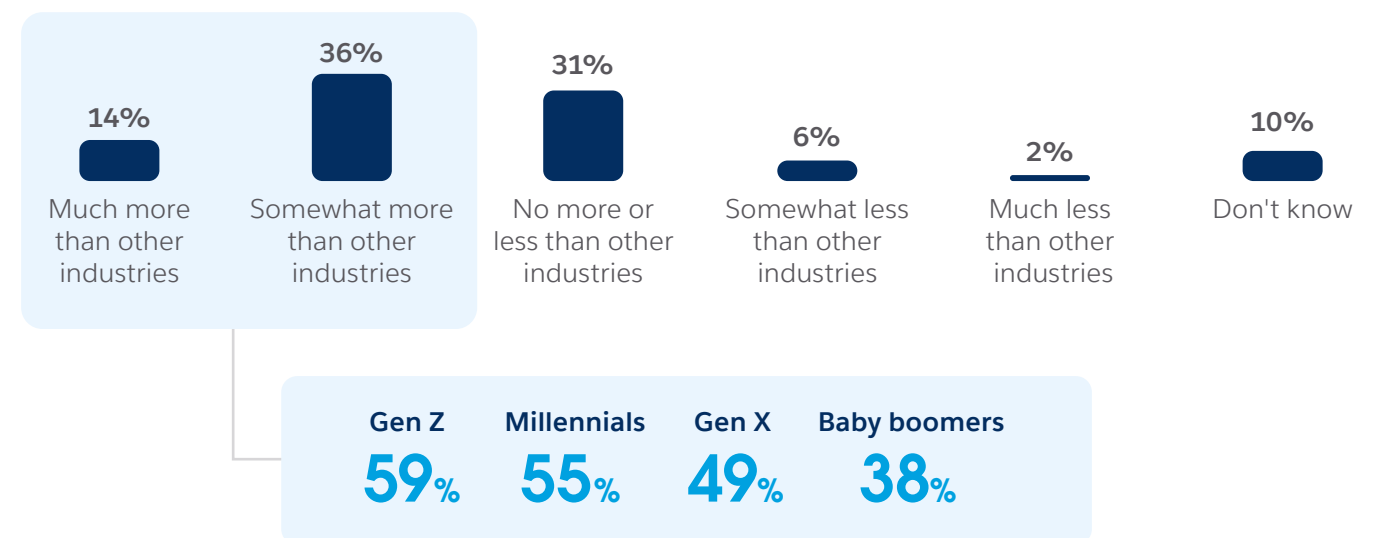
Now, the ascension of AI – particularly generative and agentic examples – is spearheading a new era of the industry’s digital transformation that, unlike the peaks and valleys of digital assets and blockchain, is transformative. As the technology advances, customers increasingly expect routine interactions with financial institutions to be transformed, offering enhanced convenience, efficiency, and personalization. In fact, 50% of consumers expect AI to have more impact on their relationships with financial services institutions compared to other industries, a sentiment that’s more common among younger generations.

Digital-First Consumers Have High Expectations for AI’s Role in Financial Services

How Customers Prefer to Interact With Financial Service Institutions

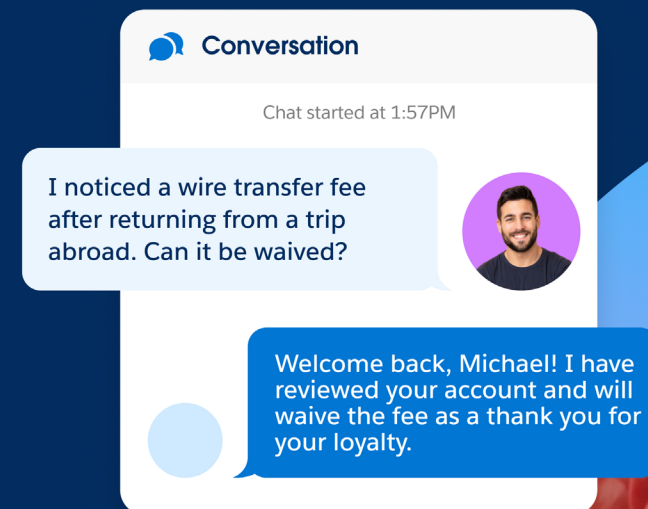


How Customers Believe AI Will Impact Their Interactions With Financial Services



01

The State of Customer Relationships



01

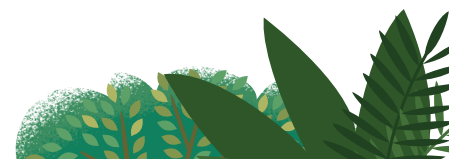
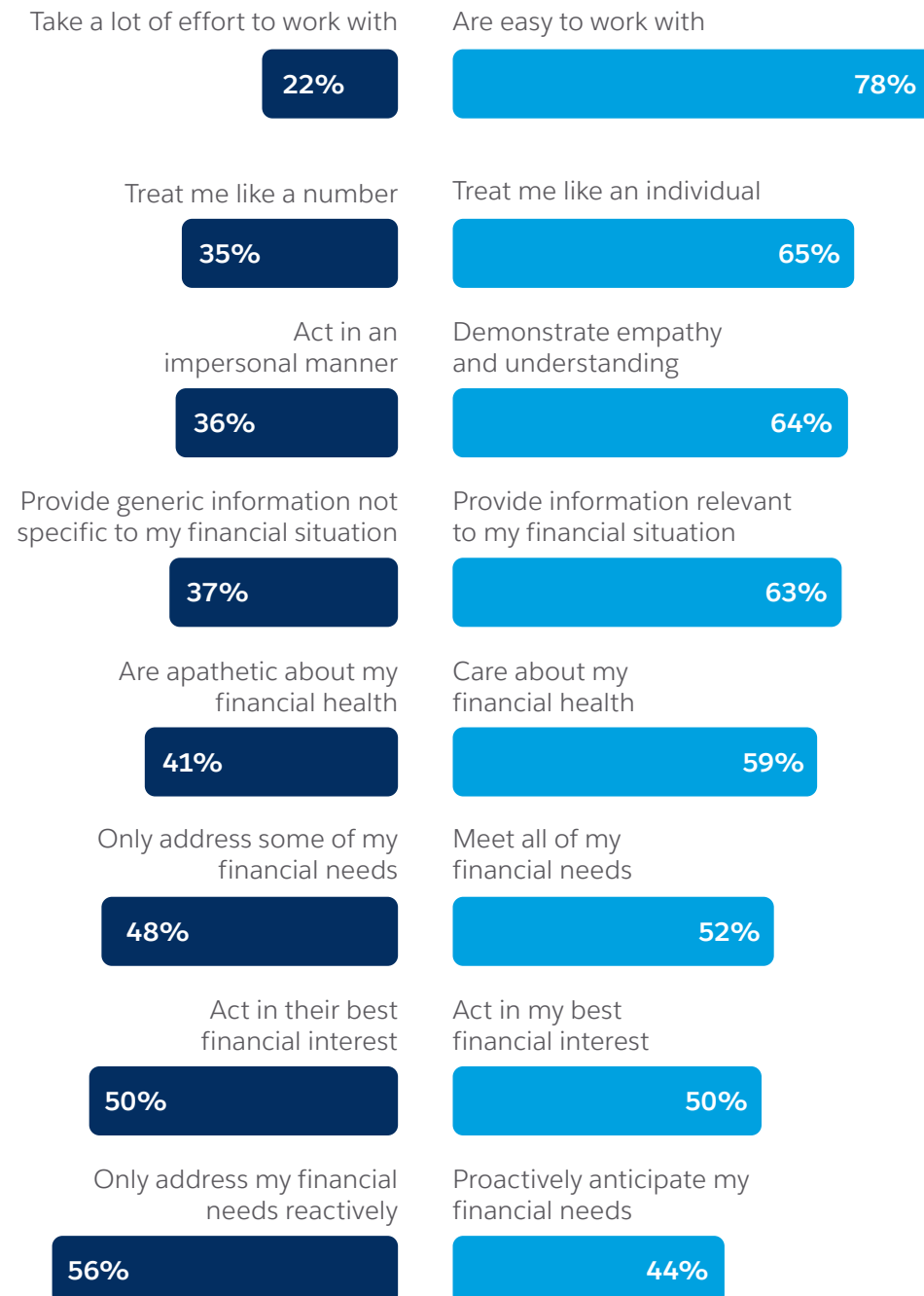
Trusted Relationships Are Works in Progress

Given the unique needs and circumstances of each customer, the onus is on FSIs to deliver tailored engagement built on trusted relationships. After the industry's pivot to digital-first engagement over the years, consumers generally feel like their FSIs provide an easy-to-use experience without sacrificing empathy and relevance.

In other areas, however, there is room for improvement. Our 2023 [survey](#) found that roughly two-thirds of consumers generally trusted their FSIs. Today, however, half of consumers question whether their financial service institutions truly have their best interests in mind, and nearly as many feel that some of their financial needs go unaddressed. Additionally, financial services remains a largely reactive industry in the eyes of its customers, with fewer than half experiencing proactive engagement based on factors like major life events or changes in market conditions that may impact them.

Customers Give Their Financial Service Institutions Mixed Reviews

"My financial services institutions..."



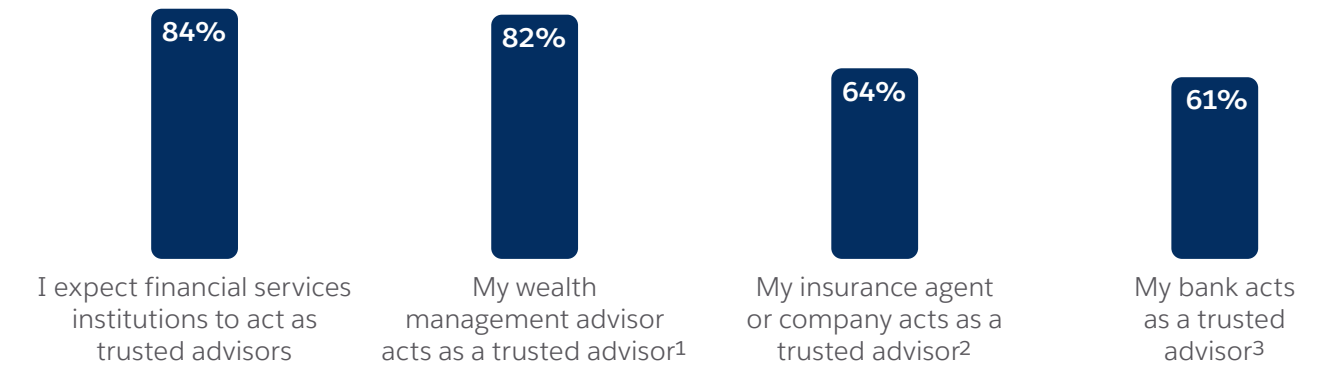
Financial Services Experiences Meet – but Don't Exceed – Expectations

Eighty-four percent of consumers expect their financial service institutions to act as trusted advisors, rather than transactional order-takers.

For the majority of customers, their institutions are meeting this mandate. But, in a time when the basics of financial services have been largely commoditized, differentiated services and experiences can make the difference between keeping and losing a customer. Few financial services institutions go above and beyond what customers expect on some basic elements of trusted relationships, such as responding or even anticipating significant life events that are meaningful to customer relationships. What's more, these shortcomings cost institutions valuable cross-sell opportunities.

Customers Have High Expectations for FSIs

Agreement With the Following Statements

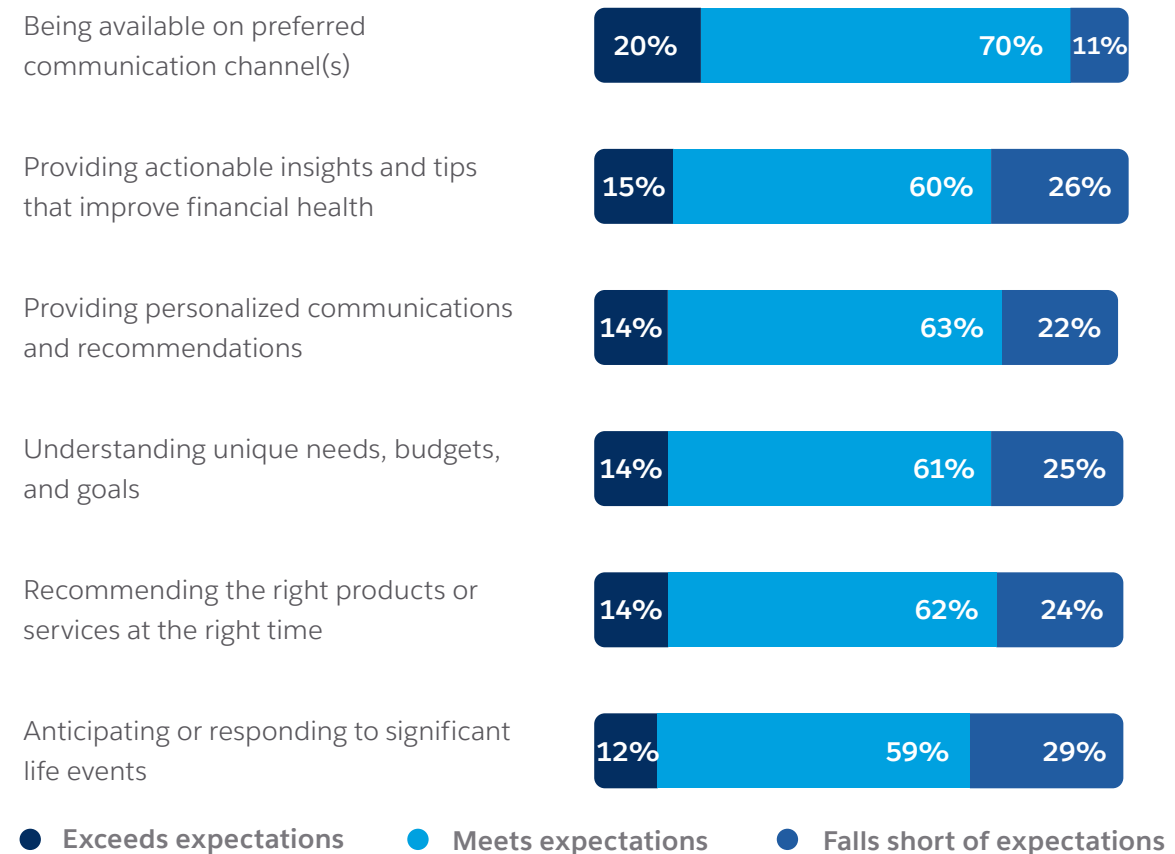


¹Base: Wealth management

²Base: Insurance customers

³Base: Bank customers

Extent to Which Financial Services Institutions Meet Customer Expectations



01

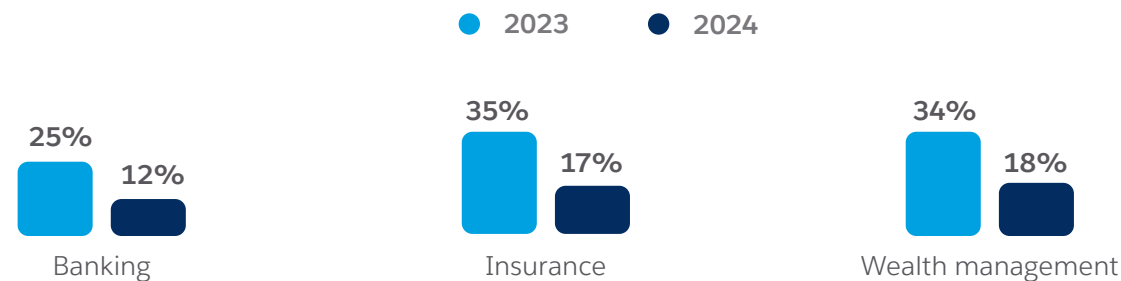
Customer Churn Slows

In last year's high interest rate environment flush with impressive yields and special incentives for new customers, one-quarter to over one-third of consumers switched their banking, insurance, or wealth management providers. Those attrition rates have dropped significantly this year, although some customers are more loyal than others. **High earners are twice as likely to have switched a financial service provider compared to low earners.**

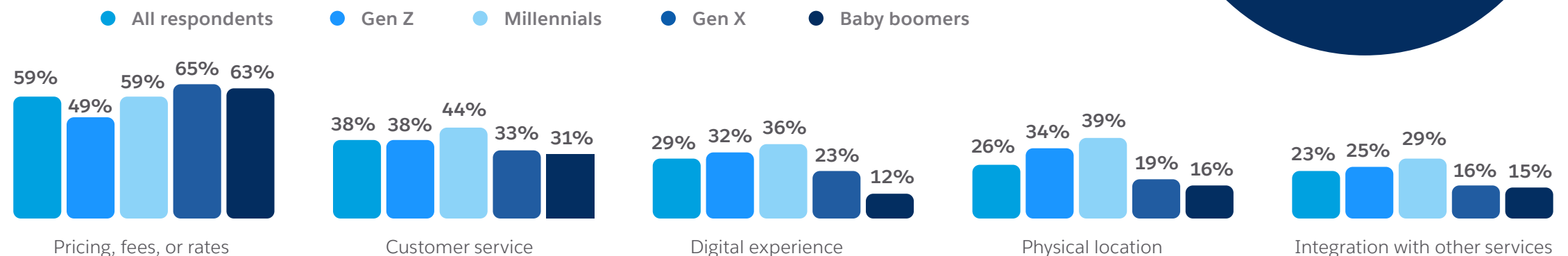
Pricing, fees, and rates are the biggest driver of customer attrition, but other factors like differentiated customer service or digital experiences like website and app functionality can also be a draw, especially for millennials – the largest adult cohort, and thus largest customer base.¹

Customer Attrition Has Dropped, But Pricing and Experience Can Still Lure Customers Away

Consumers Who Report Having Switched the Following Financial Services Institutions Within the Past Year



What Prompted Customers to Switch Financial Service Institutions²



46% of consumers – including **55%** of high earners – would stay with a provider with excellent customer experience **even if they raised rates/fees.**

¹Source: [“There Are 1.8 Billion Millennials on Earth. Here’s Where They Live.” World Economic Forum, 2021.](#)

²Base: Respondents who reported switching provider(s) within the past 12 months. Multiple responses accepted.

01

Better Service Can Build Share of Wallet

Despite significant customer churn, the majority of consumers would prefer a single service provider.

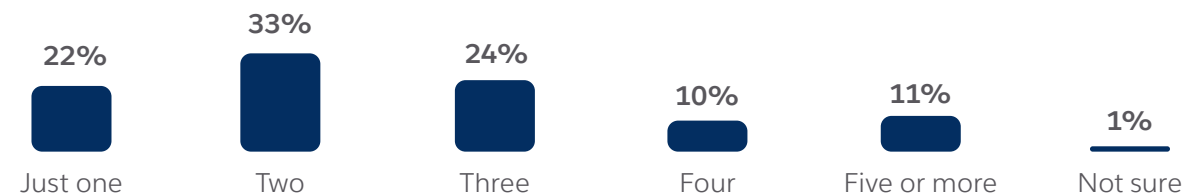
Yet that setup is the exception to the rule as customers settle with separate institutions that specialize in different facets of their financial needs.

48% of consumers say their financial service institutions don't address all their financial needs.

Beyond expanding their service offerings to be more comprehensive, financial service institutions seeking to retain customers and grow their share of wallets are well advised to focus on the same qualities that draw customers in the first place, including exceptional customer service and digital experiences. **Customer service and digital experience are the top factors that drive loyalty after rates, fees, and pricing.**

Despite Wanting a Single Service Provider, Most Account Holders Use Multiple Institutions

Number of Financial Service Institutions Used by Customers



Top Factors That Build Customer Loyalty in Financial Services

- 1 Competitive rates, fees, and pricing
- 2 Timely and seamless customer service
- 3 Great digital experience

54% of consumers would prefer to have a single service provider for all financial needs, but only **22%** do.

Exceptional Customer Service Is Essential, but Uncommon

Great customer service is a critical component of acquiring and retaining customers – second only to competitive rates, fees, and pricing. Whether good or bad, even the most seemingly minute service interaction can leave a lasting impression that makes or breaks a relationship.

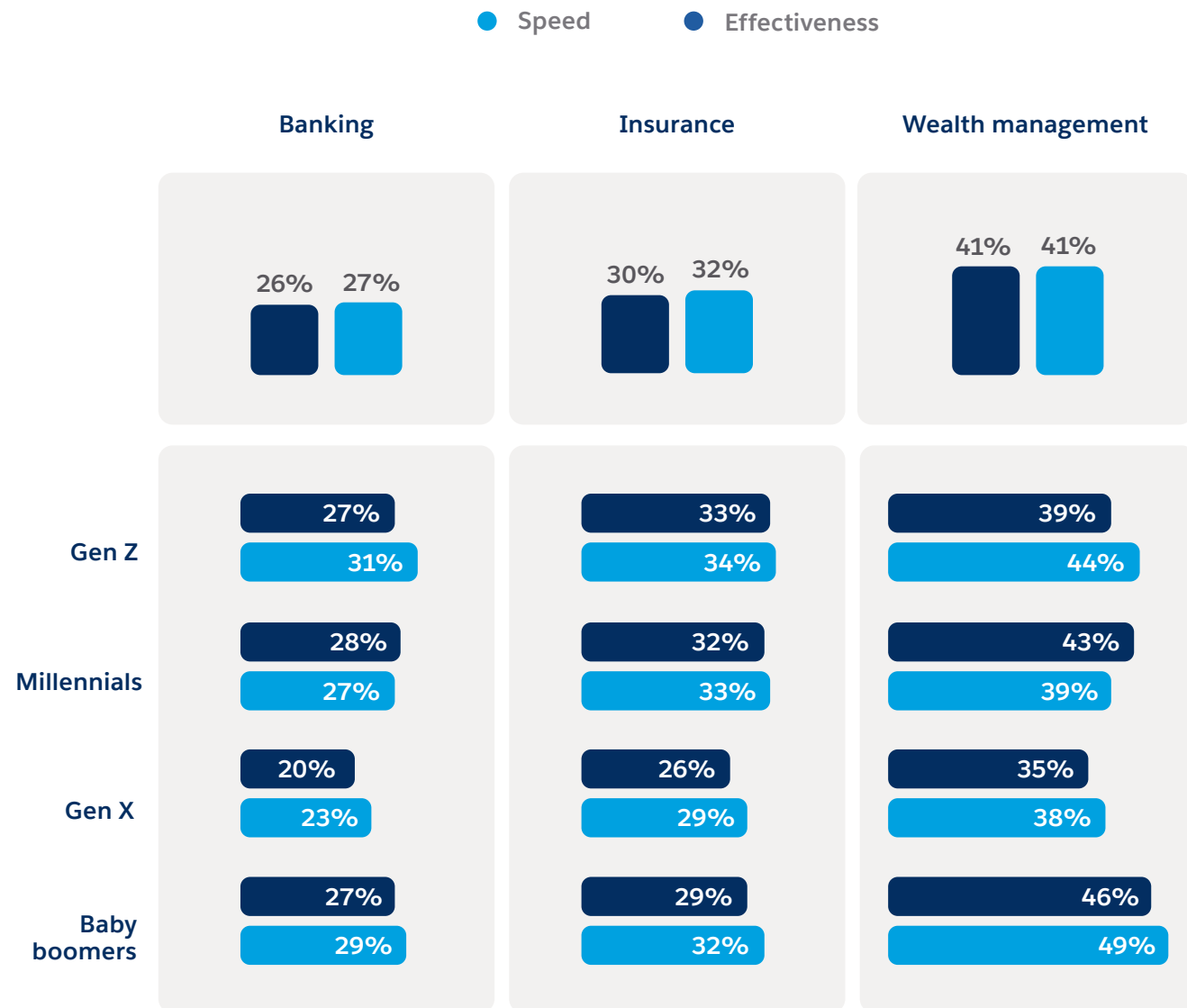
Relatively few customers are fully satisfied with either the speed or effectiveness of their institutions' customer service, leading to minor annoyances at best and attrition to competitors at worst. This level of satisfaction is generally consistent across generations, except Gen X, which is slightly less satisfied than their older and younger peers.

47% of consumers say they often have to repeat or re-explain information to different representatives.¹

¹[Salesforce State of the AI Connected Customer, November 2024.](#)

Customer Service in the Financial Services Industry Leaves Something to Be Desired

Consumers Fully Satisfied With Customer Service Speed and Effectiveness



See p. 35 for additional segmentations

Service Experiences Fall Short of Expectations

Service shortcomings are often exemplified in some of the most basic, mundane tasks. For instance, banking customers are unlikely to be fully content with what it takes to dispute a fraudulent transaction, while insurance policyholders may be frustrated when filing a claim or designating a beneficiary. Across the board, it's often easier said than done for customers to achieve the most basic of customer service tasks – getting an answer to their questions.

Financial service representatives are at a disadvantage when it comes to meeting customer expectations, given the growing complexity and volume they face.

85% of financial service representatives say customers are more demanding than they used to be.¹

65% of financial service representatives say balancing speed and quality is difficult.¹

¹[Salesforce State of Service, April 2024.](#)

Simple Financial Service Tasks Can Be Frustrating to Accomplish

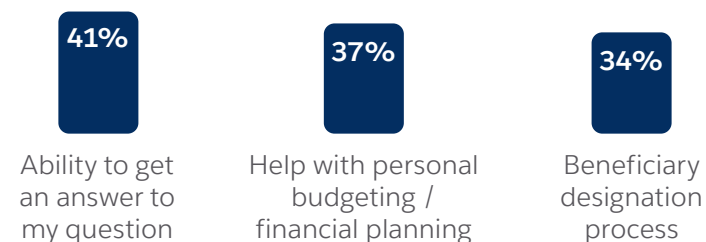
Banking Customers Fully Satisfied With the Following Experiences and Capabilities



Insurance Customers Fully Satisfied With the Following Experiences and Capabilities



Wealth Management Customers Fully Satisfied With the Following Experiences and Capabilities



02

The State of Digital Experiences

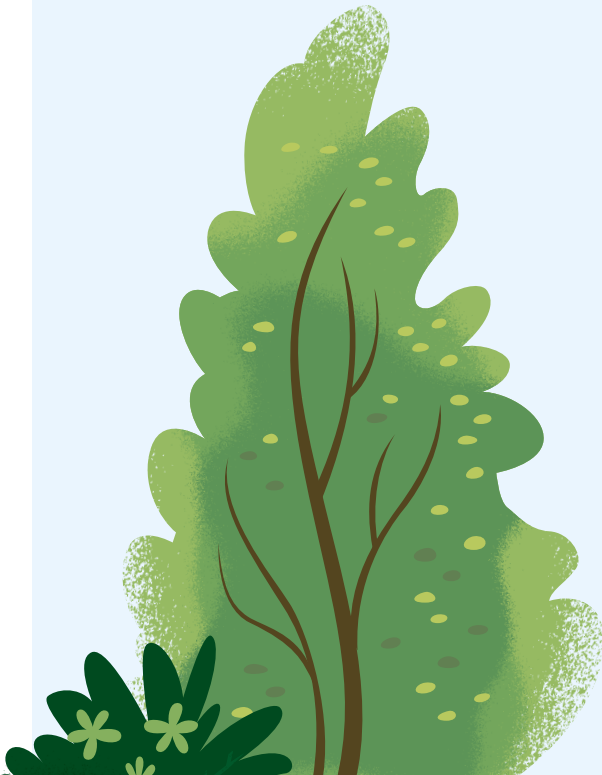
Hi James! Based on your needs,
we've tailored a comprehensive
insurance plan to protect what
matters most to you.

[Explore Your Plan](#)

Engagement Is Digital by Default

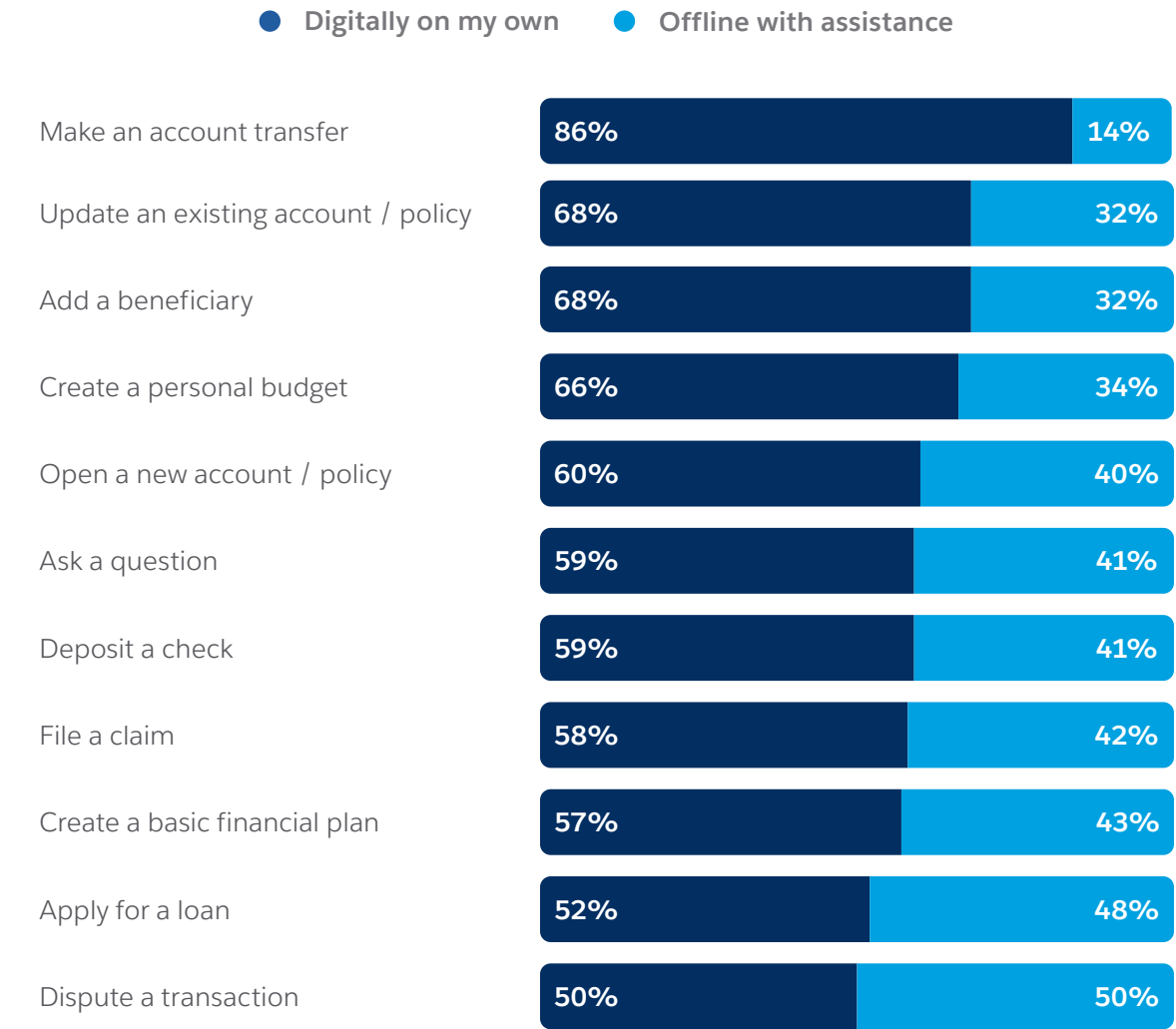
Could the solution to institutions' customer engagement challenges be digitally-driven?

While customers' satisfaction with digital experiences has risen significantly over the past year, most aren't totally content. Bridging the gap is critical for institutions, given that at least half of customers expect to accomplish a given task through digital, self-service means.

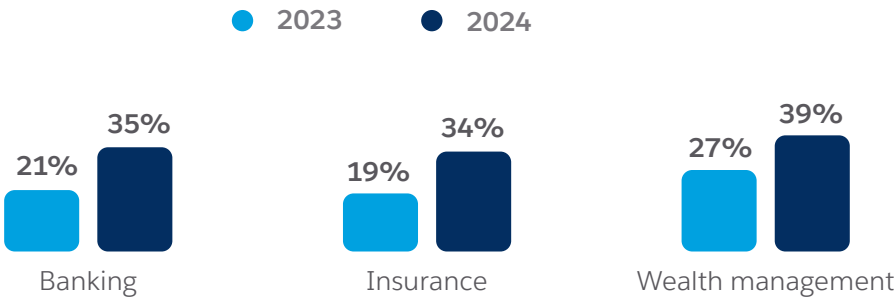


As Customers Seek More Digital Self-Service, Their Satisfaction Remains Below Par

How Consumers Prefer to Complete Financial Services Tasks



Consumers Fully Satisfied With Institutions' Digital Experiences



02

Customers Expect an Automated Experience

Customers increasingly expect processes to include no paper, no branch, and fast resolution. In customers' minds, such processes may translate to "automated," and at least seven in 10 consumers expect a given process – be it a simple account transfer or a more complex transaction dispute – to be at least partially automated. Yet in many institutions, processes that appear automated may actually require significant human intervention on the back end.

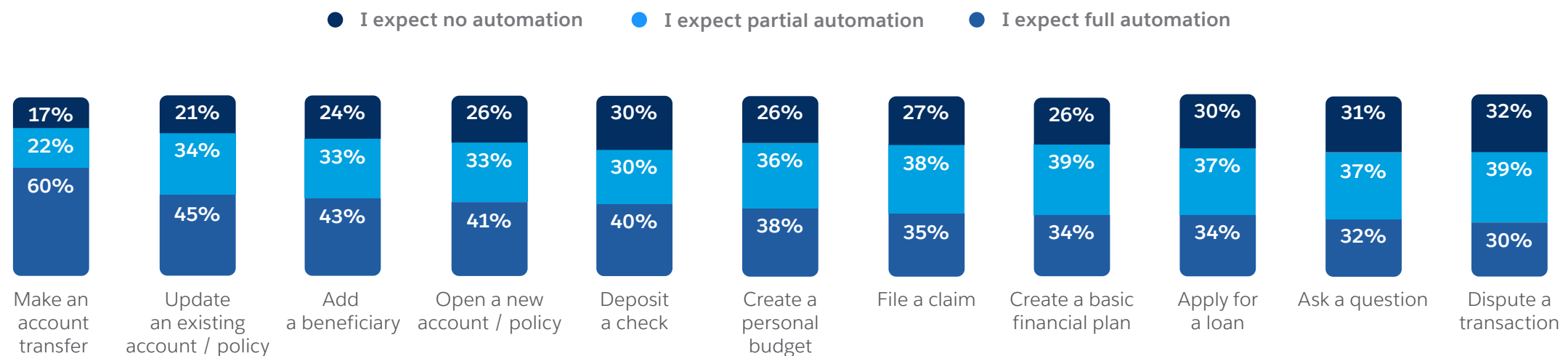
“Financial institutions work hard to remove friction from the customer experience, but too often, this relies on employees stitching together manual processes behind the scenes. Embracing true end-to-end automation requires more upfront investment, but leads to streamlined processes that can be appreciated by both customers and employees.”

KELLY UTLEY

SALESFORCE SR. DIRECTOR PRODUCT MARKETING, FINANCIAL SERVICES

Customers Assume That Financial Services Tasks Will Be at Least Partially Automated

Extent of Process Automation Expected in Financial Services Tasks



Generational Preferences Call for “All of the Above” Digital Strategies

The financial services industry was early in embracing the rise of mobile apps shortly after the launch of the App Store in 2008. Mobile apps’ ongoing appeal is evident considering consumers rank them as their overall preferred digital channel when working with banks, insurers, and wealth managers. However, newer channels like online chat and support functionality as well as messenger apps like WhatsApp and WeChat, which are particularly popular in emerging markets, also rank high.

Despite the imperative to continually evolve digital strategies as new channels gain popularity, FSIs must be careful not to abandon tried and true channels like desktop websites and email, which are heavily preferred by the baby boomer generation, which in the U.S. continues to hold the largest share of overall wealth.¹

¹[Distribution of Household Wealth in the U.S., U.S. Federal Reserve, Accessed January 10, 2025.](#)

Mobile Apps Dominate Financial Services Digital Engagement, but Not for Everyone

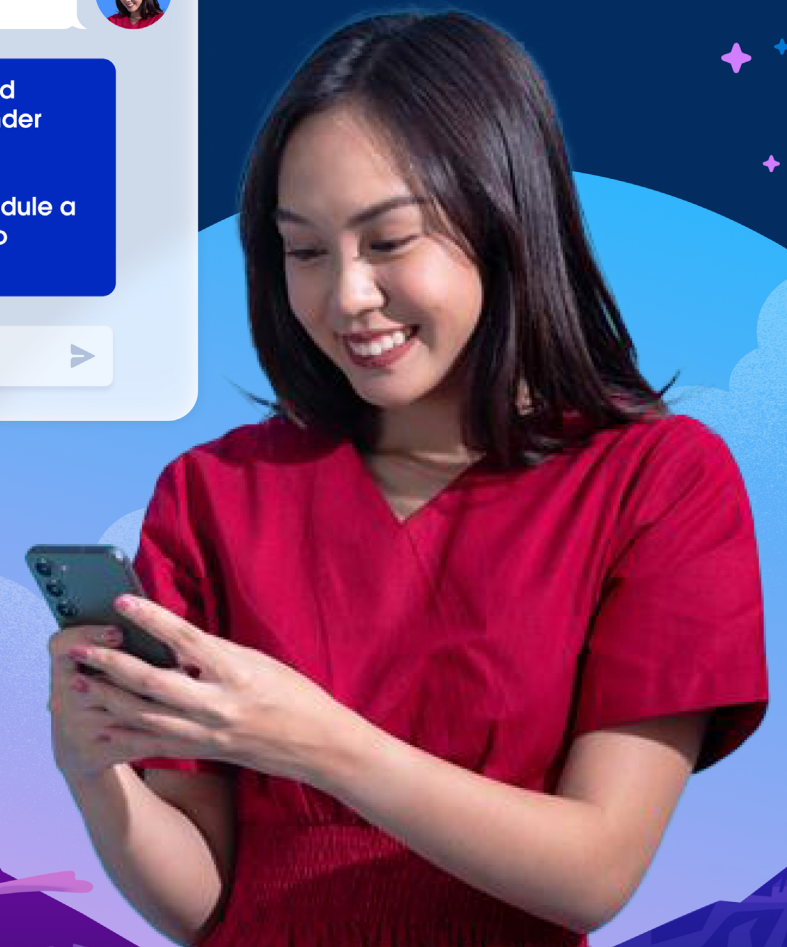
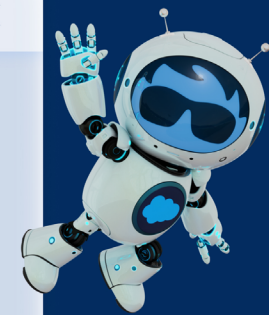
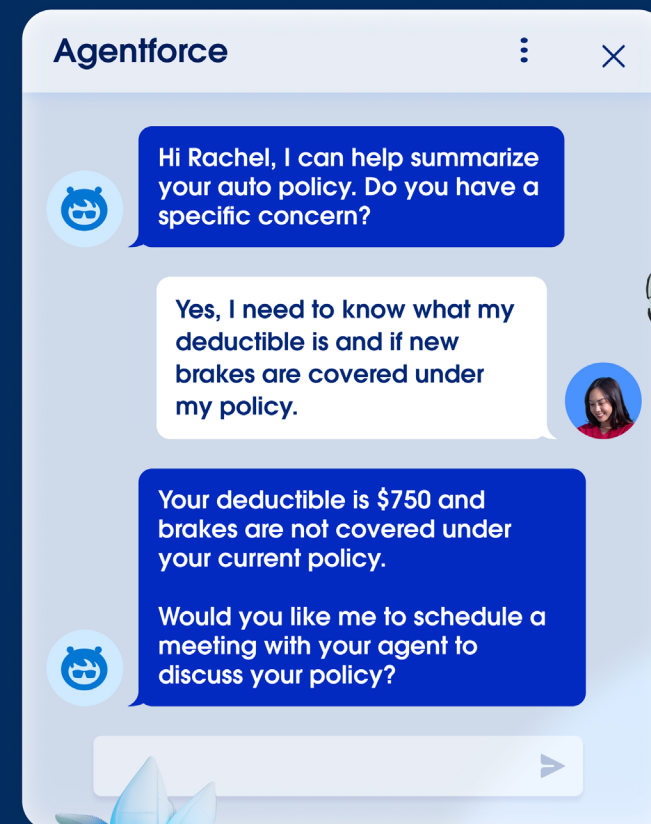
Financial Services Customers’ Most Preferred Digital Channels

	Gen Z	Millennials	Gen X	Baby boomers
1	Mobile app	Mobile app	Mobile app	Email
2	Online chat / support	Online chat / support	Email	Website
3	Email	Email	Online chat / support	Mobile app
4	Website	Website	Website	Online chat / support
5	Text/SMS	Messenger app	Text/SMS	Text/SMS



03

Financial Services Enters the Agentic AI Era



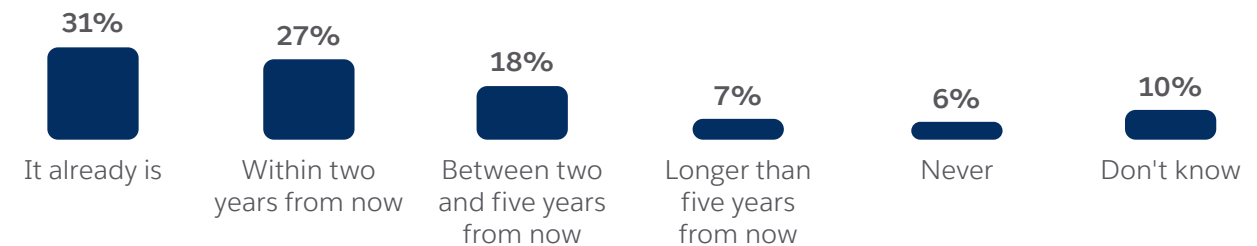
Expectations for AI Are High Across Generations

The question on customers' minds isn't if AI will impact their financial services experiences, but when and how. Nearly one-third (31%) of consumers believe AI is already a standard part of their financial services relationships, and over three-quarters (76%) believe it will be within five years.

In some cases, the impact of AI is coming into view at an astonishing pace. For example, **65% of consumers believe AI will speed up financial transactions – up from 46% in 2023.** While significant numbers of consumers, especially those in younger generations, foresee more sophisticated benefits – such as increasing their financial literacy or helping them earn money – just as many haven't yet made a judgement call on whether or not to expect such AI dividends.

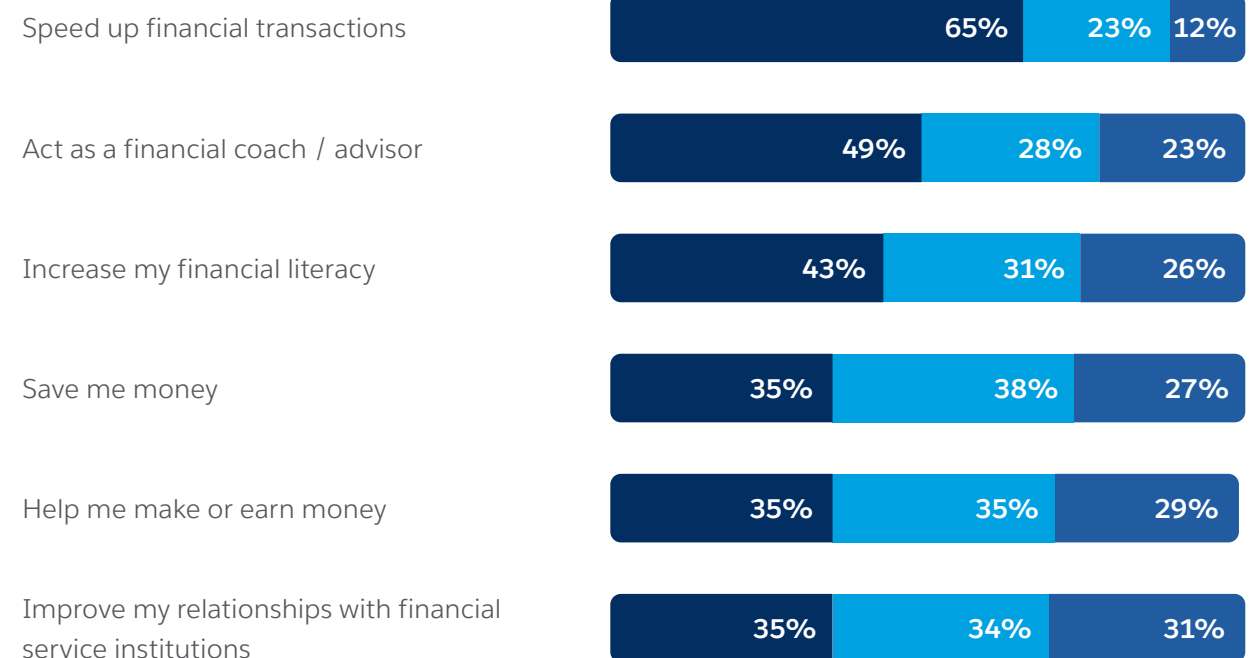
Most Customers See Themselves In – Or Near – An AI Revolution in Financial Services

When Customers Expect AI to Be Standard in Financial Services Engagement



Beliefs in What the Use of AI in Financial Services Will Do

● Agree ● Neutral ● Disagree



See p. 32 for additional segmentations

Consumers Warm to Helpful AI Use Cases

Consumers' comfort and familiarity with AI is a work in progress. Taking into account which use cases have the strongest appeal and perceived benefit is critical for financial service institutions seeking to incorporate the technology.

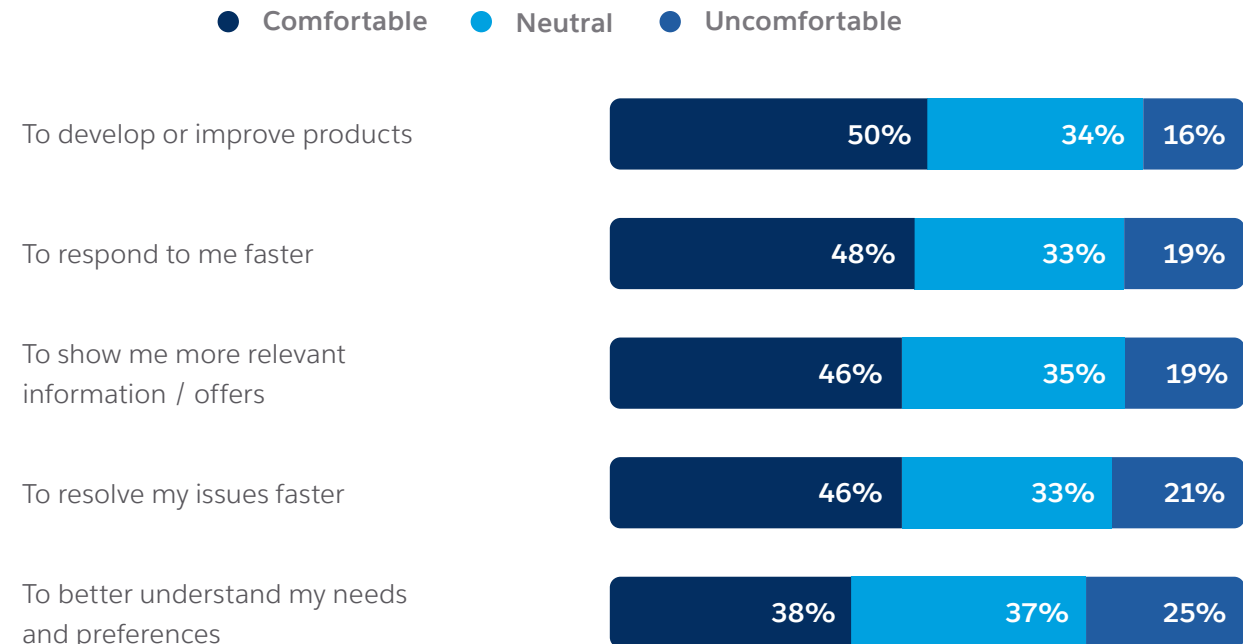
In general, consumers are comfortable with the use of AI when its end value is clear – such as improved products, faster response and resolution times, and more relevant information. When it comes to use cases specific to the industry, consumers are particularly interested in AI that protects them from fraud, saves them money, and takes routine tasks off their to do lists.

77% of consumers are interested in AI that prevents and detects fraud.

¹[Salesforce State of the AI Connected Customer, November 2024.](#)

Consumers Are Generally Open to a Range of AI Use Cases

Consumers' Comfort With the Following Uses of AI¹



Consumers Interested in the Following Financial Services AI Use Cases



Spotlight: Agents and Humans on the Same Team

Increasingly, AI agents – which perform work semi- or fully-autonomously by searching, analyzing, and taking action on data – are being looked to for their ability to more efficiently serve customers. These can be thought of as the next generation of the automated, self-service channels that customers and firms alike have come to rely on.

46% of service cases in the financial services industry are solved through self-service methods.¹

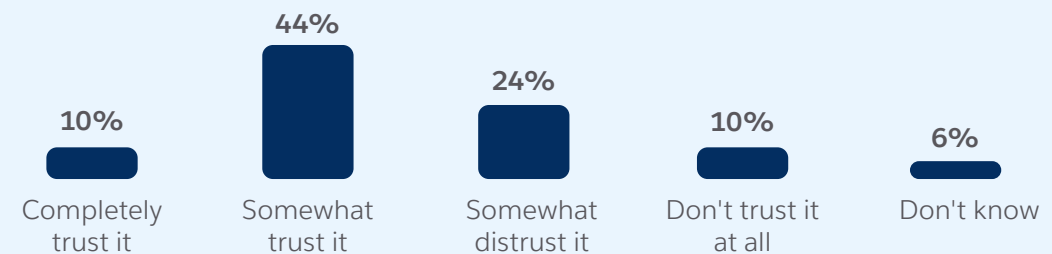
While the majority of consumers trust the use of agents in financial services to some degree, only 10% are fully on board. As firms roll out agents, they must focus on transparency first and foremost, among other steps to earn customers' trust in the technology.

¹ [Salesforce State of Service, April 2024.](#)

² [Salesforce State of the AI Connected Customer, November 2024.](#)

Firms Must Focus on Trust as They Roll Out The Next Frontier of AI – Agents

Consumer Trust in the Use of AI Agents in Financial Services



Top Actions That Build Consumer Trust in Agents²

- 1 Transparency into their use
- 2 Human validation of outputs
- 3 User control over their applications
- 4 Explainability of outputs
- 5 Consistently accurate outputs



Expert Perspective: AI in Financial Services

Given regulations, how can FSIs get started with AI confidently?

Address the most obvious use cases first. For example, customer service representatives only spend [39% of their](#) time working with customers, with the rest spent largely on low value administrative work. So a firm might use AI to automate rote tasks like updating customer records and free resources for more strategic customer engagement like creating personalized financial plans. These proofs of concept are important before expanding to other roles across the firm.

What are some of the biggest opportunities for AI to assist or augment work at FSIs?

It's helpful to consider the three levels of AI that can be employed:

- 1 **Predictive:** The AI provides proactive notifications or alerts to a human.
- 2 **Assistance:** The AI helps a human by providing easy access to information.
- 3 **Autonomous:** The AI completes a task without human intervention.

For more delicate tasks, like filing and managing complaints or closing accounts and distributing funds, a human should be driving the action where the AI augments or assists in activities. For others, like changing a PIN or providing standard statements and documents, an autonomous agent can take the lead. This dynamic will transform how we think about what work gets done, and by whom.

How can FSIs prepare for agentic AI?

I think of these preparations in three ways:

- 1 **Data:** Accurate and relevant data is the foundation of agentic AI, but [fewer than half](#) of technical decision makers in the industry say their data measures up. Making sure that both structured and unstructured data are accurate and relevant is critical.
- 2 **Governance:** Bring legal, risk, and compliance teams to the table early. Be transparent about your goals and let them help shape strategies so they're safe and compliant.
- 3 **Strategy:** Consider the most important roles to address, the jobs to be done, and whether they should be augmented, assisted, or autonomous. Then, you can design agents' scope of work and guardrails.



04

Data, Trust, and Infrastructure Are Works in Progress



Data Powers Customer Experiences

Regardless of whether or not they're powered by AI, the tailored, digital-first engagements customers expect require high quality, connected data that is consistently available across all touchpoints.

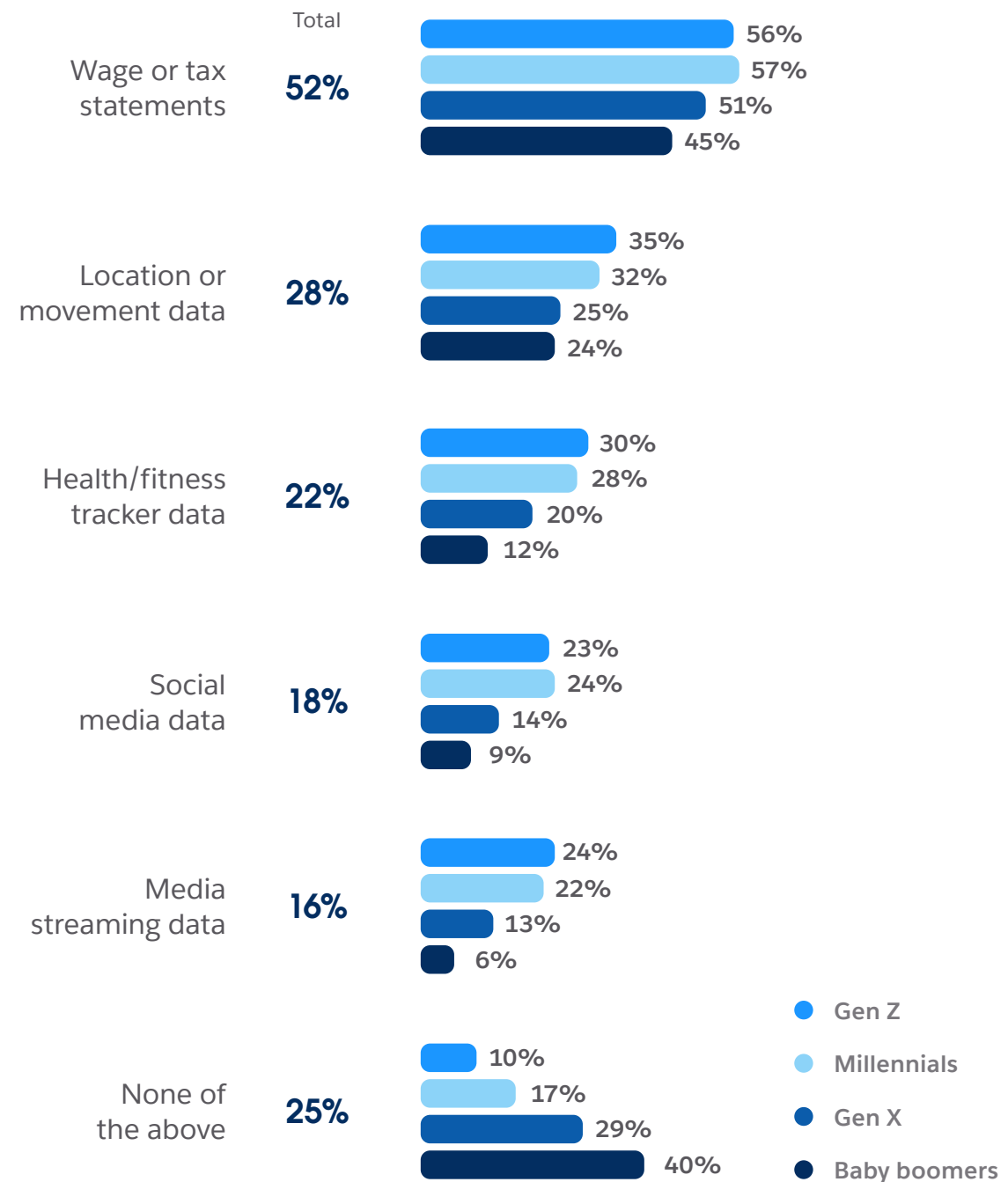
69% of consumers expect all representatives to have the same information about them.¹

Yet many customers are uncomfortable sharing the contextual data that can be leveraged to deliver more sophisticated personalization. However, younger generations are significantly more comfortable with this value exchange, and three-quarters of respondents indicated they'd share at least one of these data types.

¹ [Salesforce State of the AI Connected Customer, November 2024.](#)

Many Customers Are Hesitant to Entrust Firms With Their Data

Consumers Willing to Share the Following Data With Financial Services Institutions for Personalized Services



Firms Navigate a Data Trust Dilemma

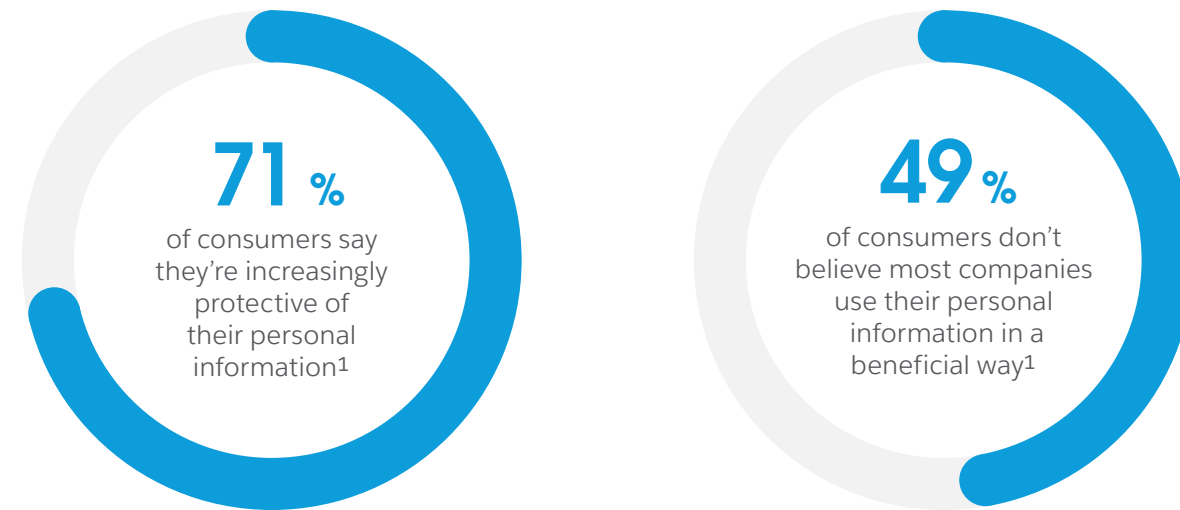
The hesitation to share valuable information is occurring against a background of decreased trust and a heightened awareness of data breaches and misuse. **Seventy-two percent of consumers say they trust companies less than they did a year ago.¹**

Firms seeking to leverage customer data better to drive great experiences and efficiencies have the onus of demonstrating their trustworthiness with transparency and customer control. Today, few customers believe their financial services institutions are living up to their end of this bargain, which increasingly puts their loyalty at risk.

84% of consumers would switch financial services institutions if they felt their information was mishandled — up from 78% in 2023.

¹[Salesforce State of the AI Connected Customer, November 2024.](#)

Firms Contend With Higher Transparency Standards as Customers Increasingly Guard Their Data



Consumers Who Agree With the Following Statements



FSIs Seek To Shore Up Their Data Foundations

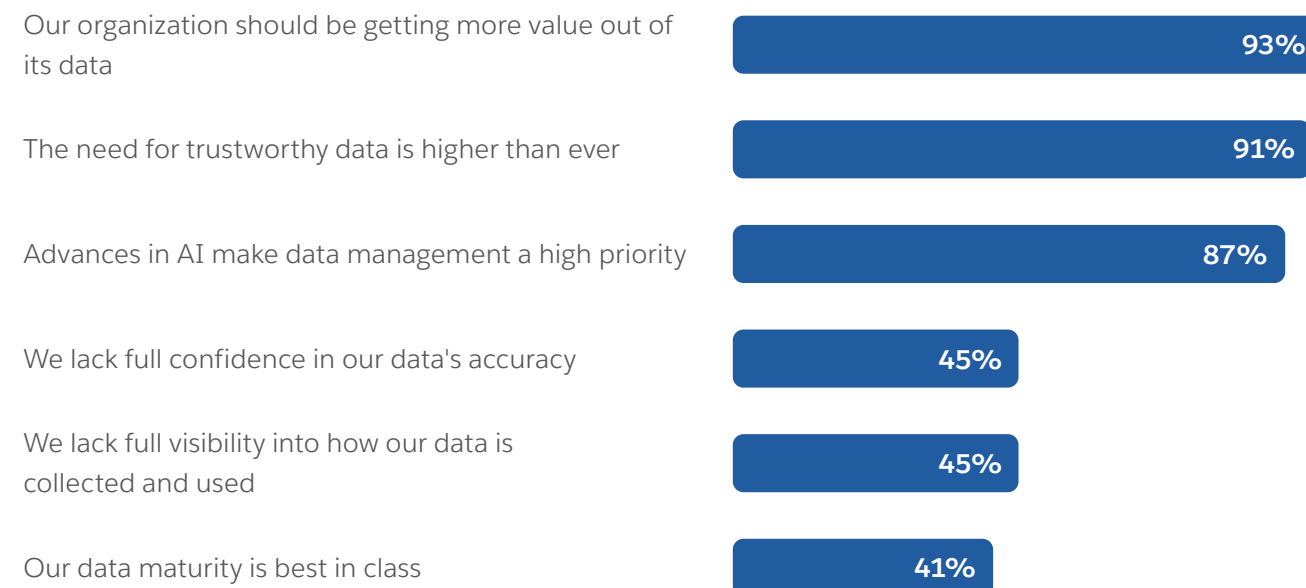
Earning customers' trust in a firm's data stewardship is only one piece of the puzzle. Ensuring that relevant data is accurate, recent, relevant, connected, accessible, secure, and governed is a tall order, especially as institutions start or expand their use of AI.

88% of technical decision makers in financial services believe AI's outputs are only as good as its data inputs.

With the volume of enterprise data growing by double-digit rates every year, this can feel like a moving target and technical decision makers in the industry see significant room for improvement.

Data Maturity Is Elusive As Its Volume and Importance Soars

Financial Services Industry Decision Makers Who Agree With the Following Statements¹



22%

estimated annual data volume growth at financial services institutions¹

¹[Salesforce State of Data and Analytics November 2023.](#)

Key Recommendations

Make trust your foundation

- 1 Prioritize trusted solutions with robust security guardrails to retain compliance and regulatory requirements.
- 2 Bring in compliance, legal, and risk teams early to help build your AI strategy with your firm's risk tolerance in mind.
- 3 Ensure data is accurate, recent, and well-governed with technology that provides transparency and seamless integration.
- 4 Make clear how you plan to use customer data, and how it is protected.
- 5 Leverage customer data in a mutually beneficial way to establish trust and enhance customer perception of value.

Foster customer loyalty through personalization

- 1 Leverage AI to provide personalized insights and recommendations.
- 2 Focus on timely and seamless customer service to build loyalty, especially on digital platforms.
- 3 Provide actionable insights and anticipate significant life events for customers.
- 4 Ensure complex tasks can be handled with a personal touch.
- 5 Expand offerings to a comprehensive range of services to meet all customer financial needs.

Use tools like Agentforce for seamless AI integration

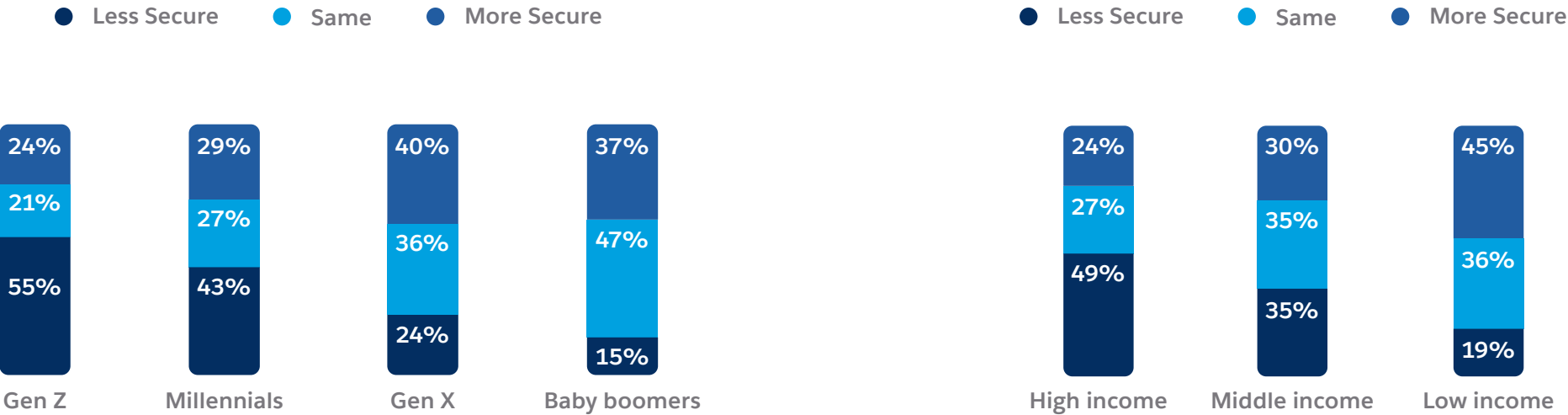
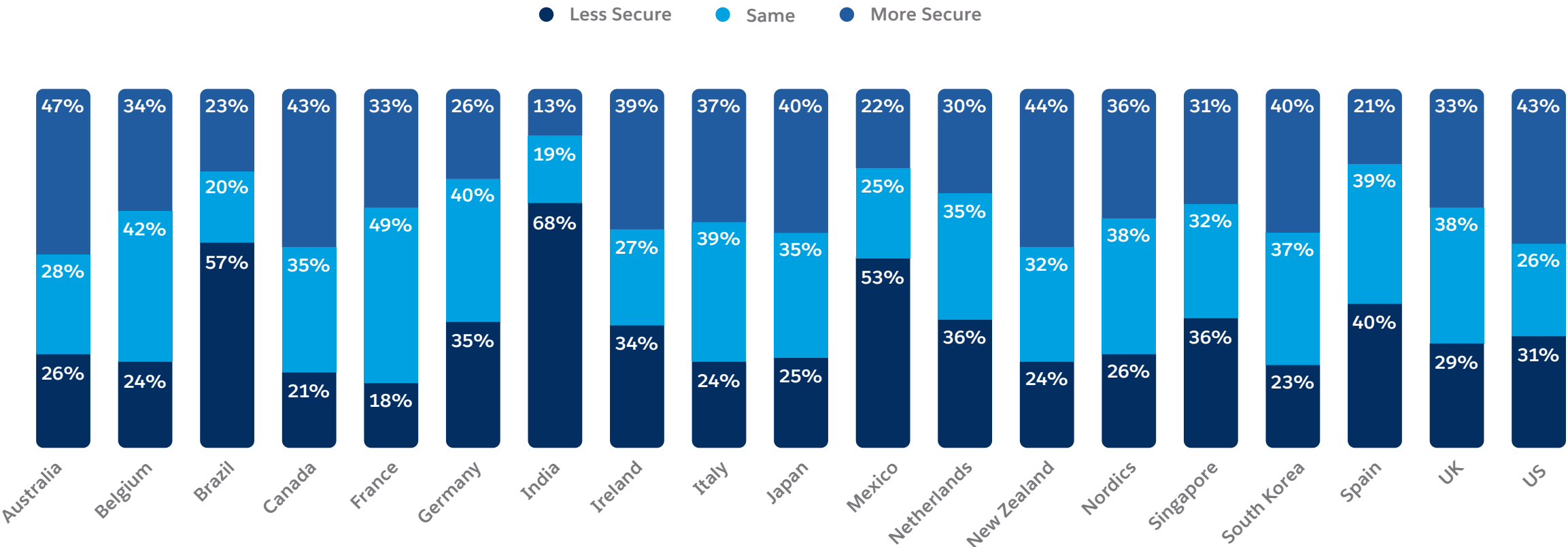
- 1 Integrate AI that feels collaborative and human-centered to enhance customer experience and team productivity.
- 2 Balance human and digital interactions to meet customer expectations.
- 3 Prioritize AI and agent use cases that directly address significant customer pain points, such as improving response times, personalizing interactions, or streamlining complex processes.



Appendix



Financial Security Sentiment Compared to Prior Year



Top Financial Goals by Country

Australia

- 1 Paying off debt
- 2 Building wealth
- 3 Planning for retirement

Belgium

- 1 Building wealth
- 2 Planning for retirement
- 3 Paying off debt

Brazil

- 1 Building wealth
- 2 Planning for retirement
- 3 Saving for a major purchase

Canada

- 1 Paying off debt
- 2 Planning for retirement
- 3 Building wealth

France

- 1 Planning for retirement
- 2 Creating/maintaining emergency fund
- 3 Building wealth

Germany

- 1 Building wealth
- 2 Planning for retirement
- 3 Creating/maintaining emergency fund

India

- 1 Building wealth
- 2 Saving for a major purchase
- 3 Planning for retirement

Ireland

- 1 Planning for retirement
- 2 Saving for a major purchase
- 3 Paying off debt

Italy

- 1 Creating/maintaining emergency fund
- 2 Building wealth
- 3 Saving for a major purchase

Japan

- 1 Creating/maintaining emergency fund
- 2 Building wealth
- 3 Planning for retirement

Mexico

- 1 Planning for retirement
- 2 Making an estate plan
- 3 Creating/maintaining emergency fund

Netherlands

- 1 Building wealth
- 2 Saving for a major purchase
- 3 Planning for retirement

New Zealand

- 1 Planning for retirement
- 2 Paying off debt
- 3 Building wealth

Nordics

- 1 Paying off debt
- 2 Building wealth
- 3 Saving for a major purchase

Singapore

- 1 Planning for retirement
- 2 Building wealth
- 3 Creating/maintaining emergency fund

South Korea

- 1 Building wealth
- 2 Planning for retirement
- 3 Creating/maintaining emergency fund

Spain

- 1 Saving for a major purchase
- 2 Planning for retirement
- 3 Building wealth

United Kingdom

- 1 Planning for retirement
- 2 Building wealth
- 3 Creating/maintaining emergency fund

United States

- 1 Building wealth
- 2 Planning for retirement
- 3 Building wealth

Top Financial Goals by Generation

Gen Z

- 1 Building wealth
- 2 Saving for a major purchase
- 3 Creating/maintaining emergency fund

Millennials

- 1 Building wealth
- 2 Saving for a major purchase
- 3 Paying off debt

Gen X

- 1 Planning for retirement
- 2 Building wealth
- 3 Paying off debt

Baby Boomers

- 1 Planning for retirement
- 2 Creating/maintaining emergency fund
- 3 Building wealth

Top Financial Goals by Income Level

High Income

- 1 Building wealth
- 2 Planning for retirement
- 3 Saving for a major purchase

Middle Income

- 1 Building wealth
- 2 Planning for retirement
- 3 Saving for a major purchase

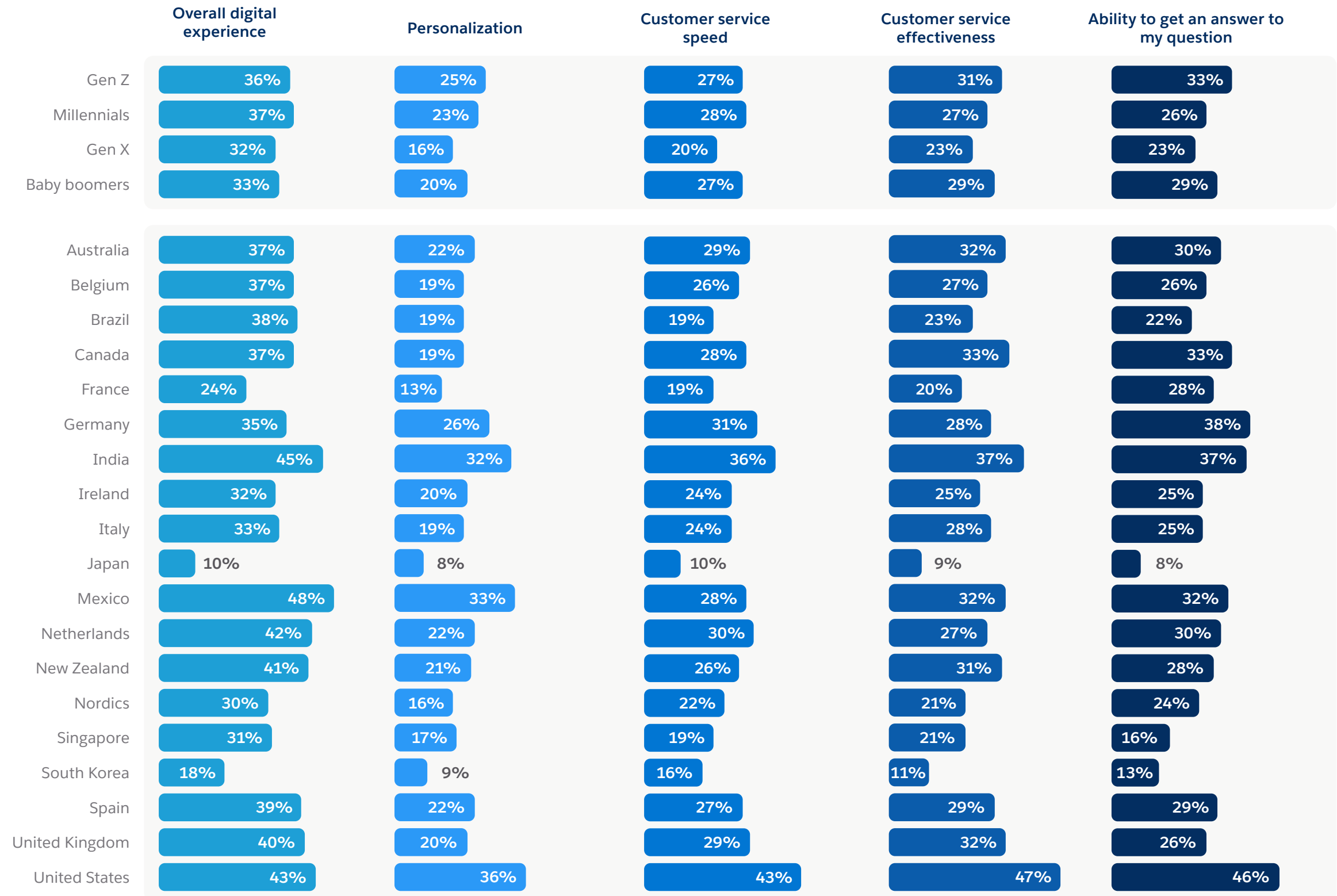
Low Income

- 1 Creating/maintaining emergency fund
- 2 Paying off debt
- 3 Building wealth



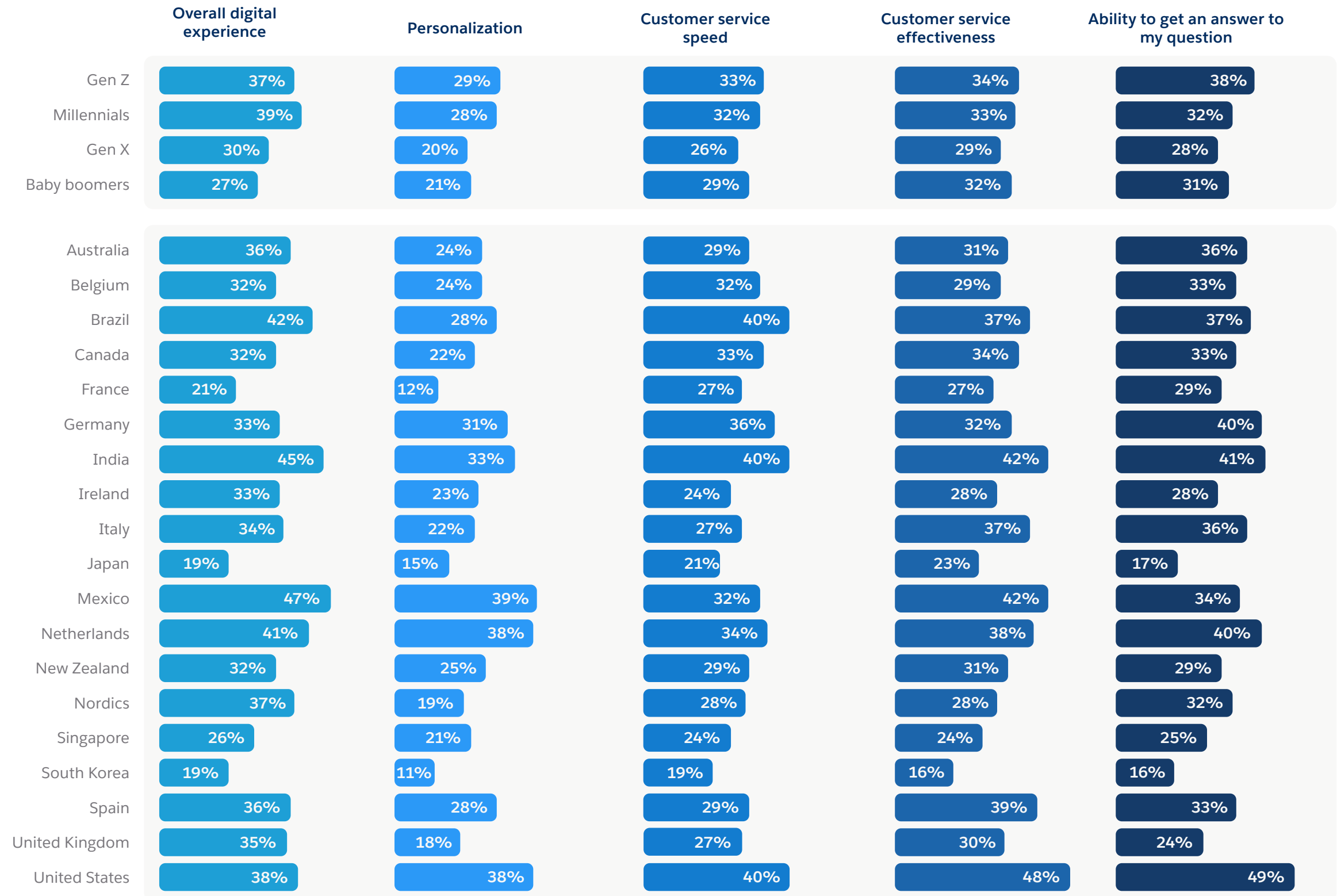
Satisfaction With Financial Services Experiences

Consumers Fully Satisfied With the Following Aspects of Their Banks



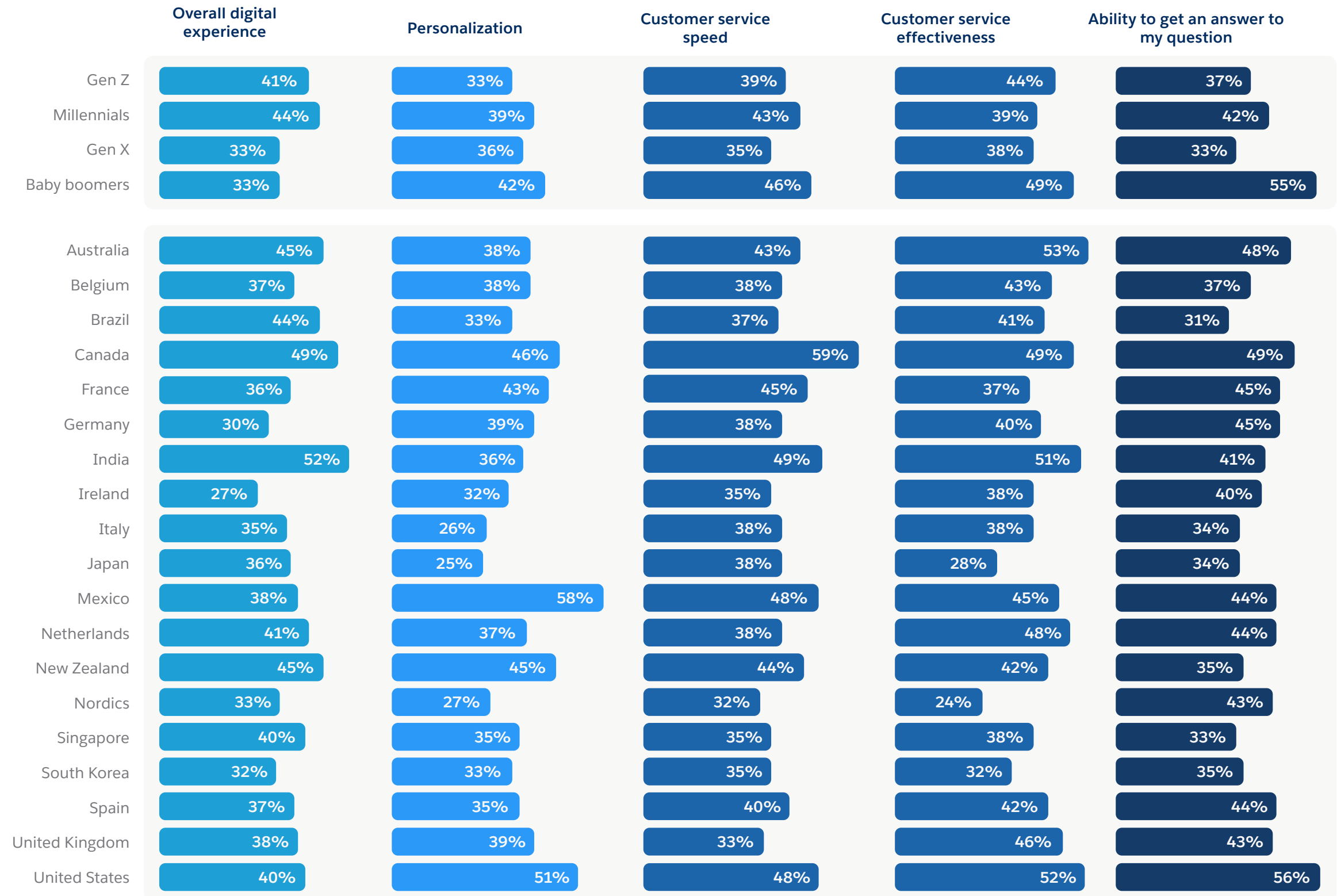
Satisfaction With Financial Services Experiences

Consumers Fully Satisfied With the Following Aspects of Their Insurance Providers



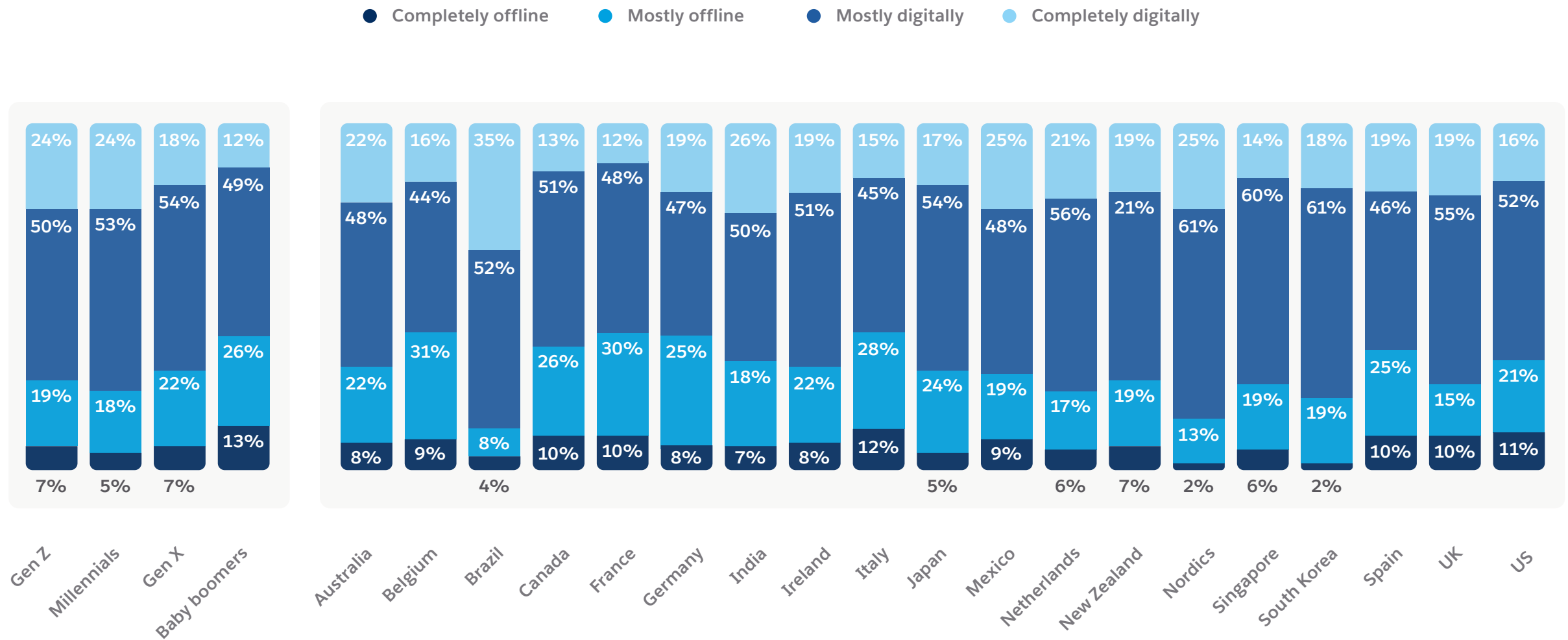
Satisfaction With Financial Services Experiences

Consumers Fully Satisfied With the Following Aspects of Their Wealth Management Advisors



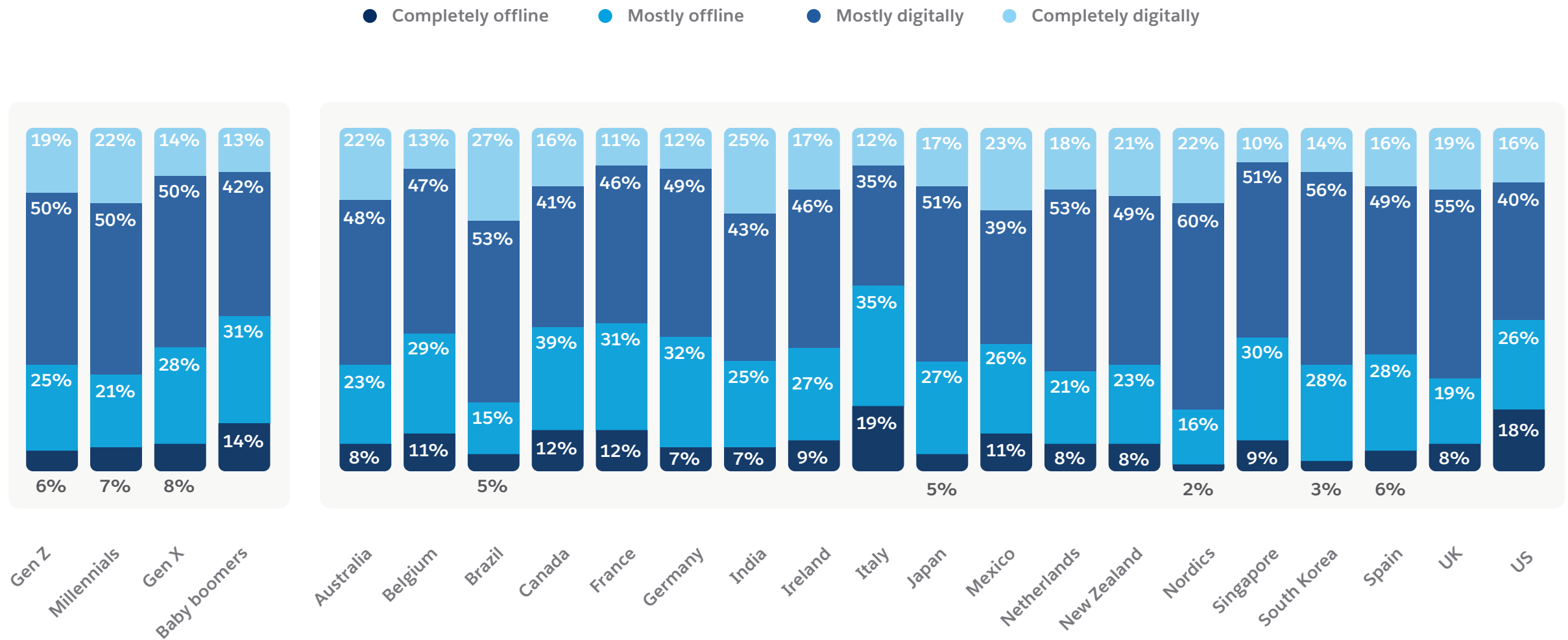
Preferences for Digital vs. Offline Engagement

How Consumers Prefer to Engage With Banks



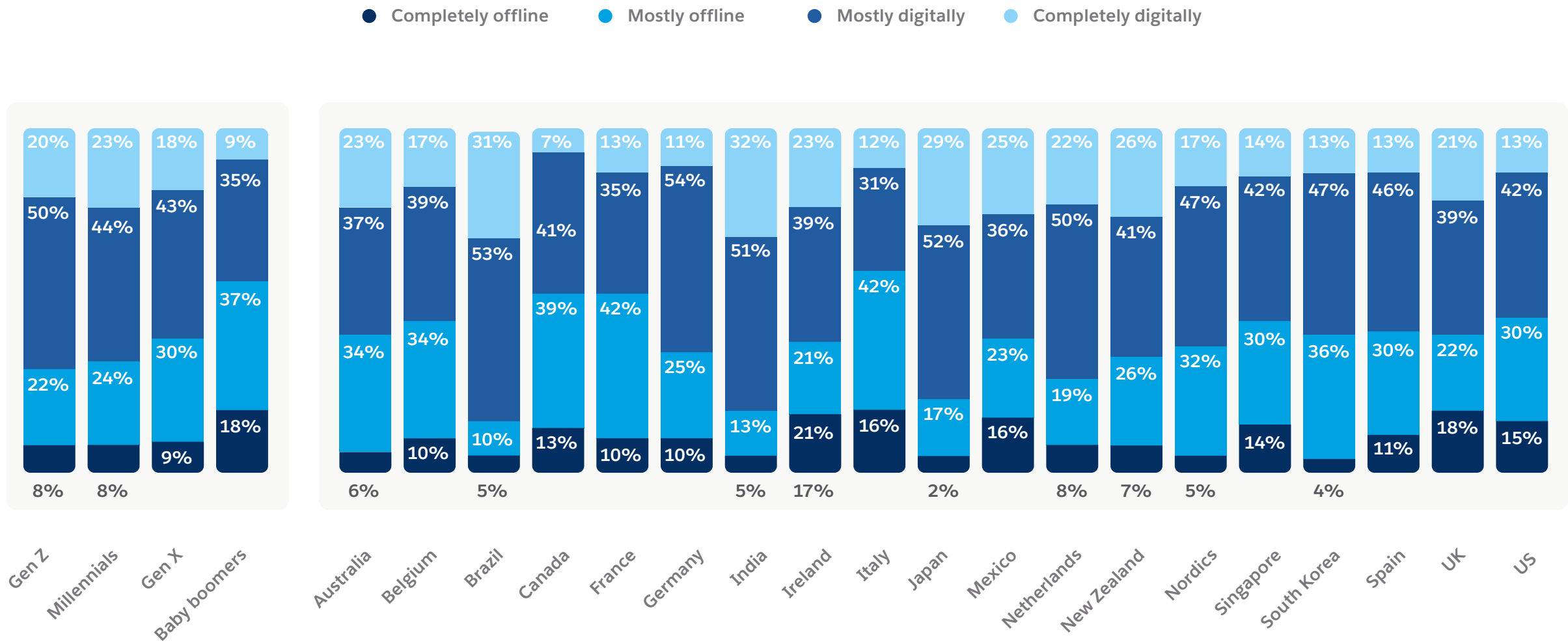
Preferences for Digital vs. Offline Engagement

How Consumers Prefer to Engage With Insurers



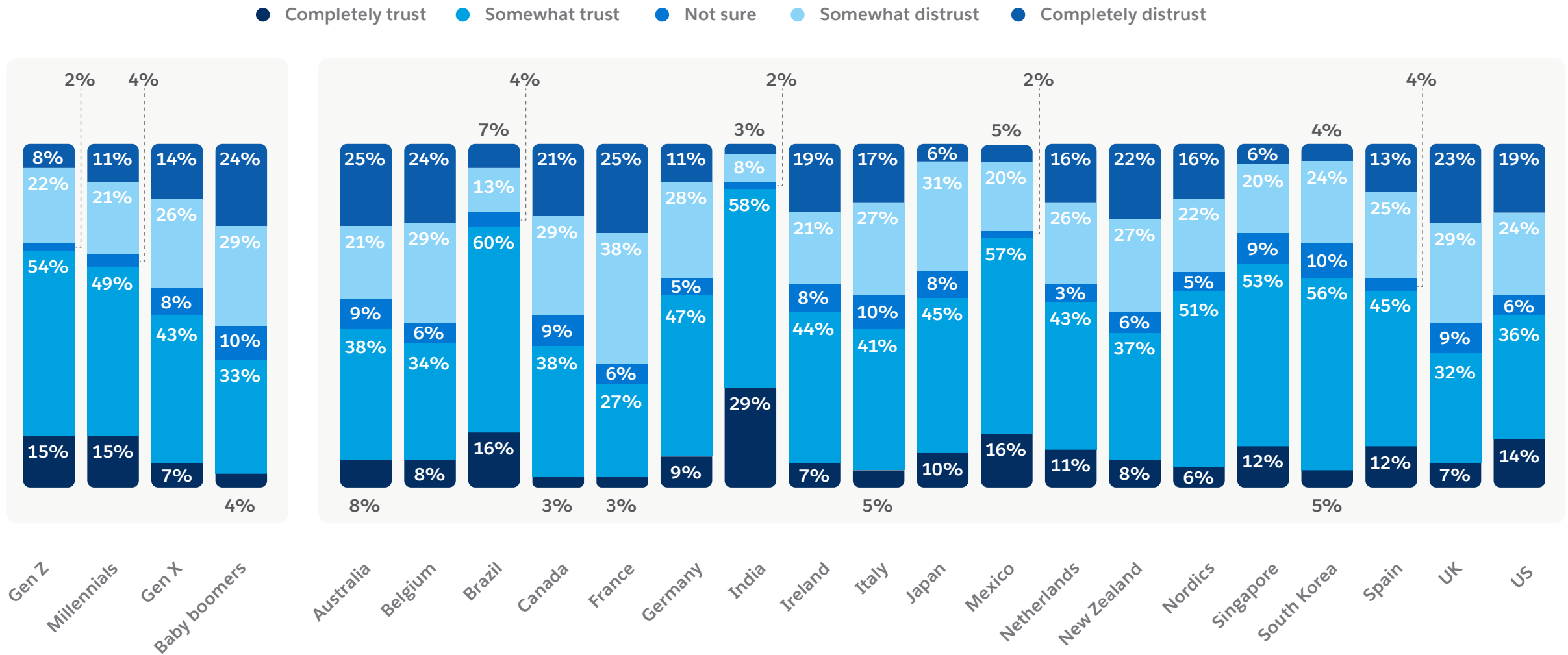
Preferences for Digital vs. Offline Engagement

How Consumers Prefer to Engage With Wealth Managers



Trust in the Use of AI

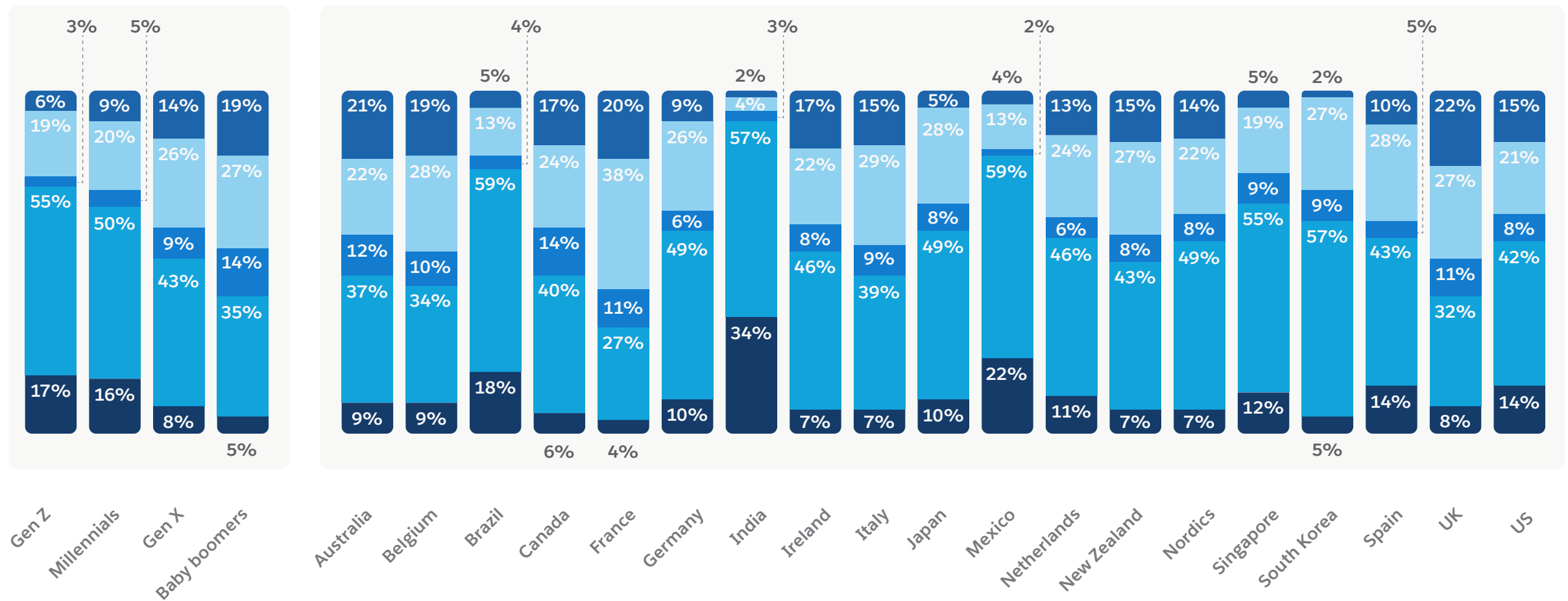
Trust in the Use of AI Agents in Financial Services



Trust in the Use of AI

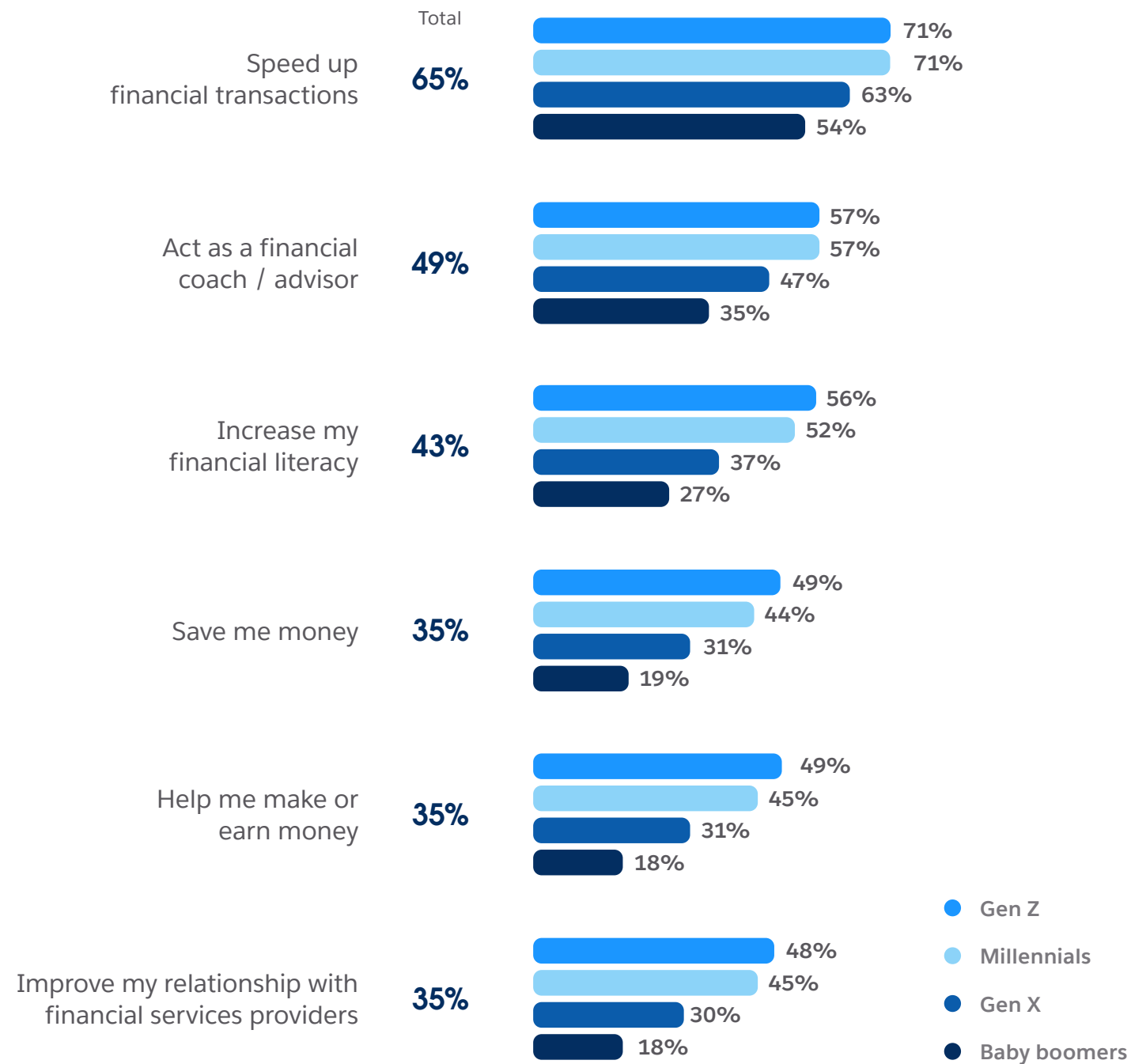
Trust in Financial Services Institutions to Use AI for the Customer's Benefit

● Completely trust ● Somewhat trust ● Not sure ● Somewhat distrust ● Completely distrust



Outlook on AI's Potential Benefits

Consumers Who Believe AI Will Do the Following



Additional Information



Survey Demographics

Country

Australia	N=500, 5%
Belgium	N=500, 5%
Brazil	N=500, 5%
Canada	N=500, 5%
Denmark	N=92, 1%
Finland.....	N=164, 2%
France.....	N=500, 5%
Germany	N=500, 5%
India.....	N=500, 5%
Ireland	N=500, 5%
Italy	N=500, 5%
Japan	N=500, 5%
Mexico.....	N=70, 8%
Netherlands	N=500, 5%
New Zealand.....	N=500, 5%
Norway	N=110, 1%
Singapore.....	N=500, 5%
South Korea	N=500, 5%
Spain.....	N=500, 5%
Sweden.....	N=134, 1%
United Kingdom.....	N=500, 5%
United States	N=500, 5%

Generation

Gen Z.....	N=1,510, 16%
Millennial.....	N=3,077, 32%
Gen X.....	N=2,709, 29%
Baby boomer.....	N=2,204, 23%

Household Income

High	N=2,647, 33%
Middle	N=3,423, 36%
Low	N=3,111, 28%
Prefer not to say	N=292, 3%

See p.46 for more detail on household income ranges



Survey Demographics

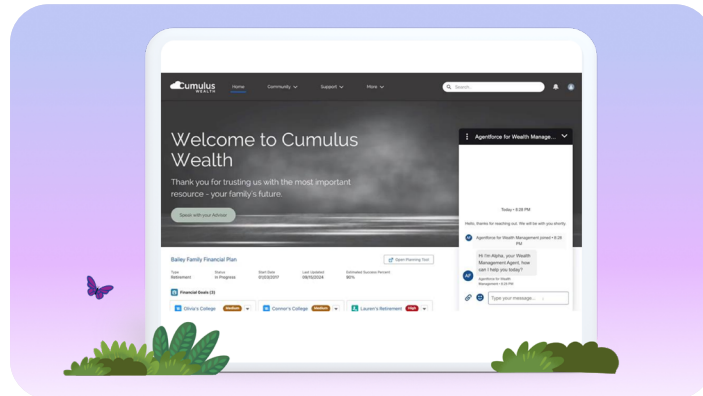
Household Income Ranges

Income ranges are based on country level census data as outlined below.

Country	Low	Medium	High
Australia	<AU\$30,000	AU\$30,000 - AU\$75,000	>AU\$75,000
Belgium	<€44,000	€44,000 - €88,000	>€88,000
Brazil	<R\$10,000	R\$10,000 - R\$40,000	>R\$40,000
Canada	<C\$50,000	C\$50,000 - C\$99,999	>C\$99,999
Denmark	<320,000 kr	320,000 kr - 650,000 kr	>650,000 kr
Finland	<€44,000	€44,000 - €88,000	>€88,000
France	<€44,000	€44,000 - €88,000	>€88,000
Germany	<€44,000	€44,000 - €88,000	>€88,000
India	<150,000 Rupees	150,000-350,000 Rupees	>350,000 Rupees
Ireland	<€30,000	€30,000 - €75,000	>€75,000
Italy	<€44,000	€44,000 - €88,000	>€88,000
Japan	<¥5,580,000	¥5,580,000 - ¥11,150,000	>¥11,150,000
Mexico	<360,000 Pesos	360,000 - 900,000 Pesos	>900,000 Pesos
Netherlands	<€43,500	€43,500 - €87,500	>€87,500
New Zealand	<NZ\$50,000	NZ\$50,000 - NZ\$67,000	>\$67,000
Norway	<300,000 NOK	300,000 - 800,000 NOK	>800,000 NOK
Singapore	<S\$30,000	S\$30,000 - S\$75,000	>S\$75,000
South Korea	<₩350,000,000	₩350,000,000 - ₩650,000,000	₩650,000,000
Spain	<€44,000	€44,000 - €88,000	>€88,000
Sweden	<450,000 SEK	450,000 SEK - 900,000 SEK	>900,000 SEK
United Kingdom	< £30,000	£30,000 - £75,000	> £75 000
United States	<\$50,000	\$50,000-\$100,000	>\$100,000



Ready to Learn More?



Drive Success With Agentforce for Financial Services

Learn how to employ agents specialized in financial services business processes to complete tasks.

[WATCH DEMO](#)

Define Your Strategy for Effective Data Maturity

Prepare your financial services institution for AI success with this comprehensive guide.

[GET THE PLAYBOOK](#)

Understand the Customer Service Trends Impacting Financial Services

Find out what sets high-performing financial services institutions from the rest.

[GET THE GUIDE](#)

Unleash the Power of Data with AWS and Salesforce

Explore how Salesforce and AWS power financial services institution transformation with data, AI, and cloud computing.

[GET THE WHITEPAPER](#)



The information provided in this report is strictly for the convenience of our customers and is for general informational purposes only. Publication by Salesforce does not constitute an endorsement. Salesforce does not warrant the accuracy or completeness of any information, text, graphics, links, or other items contained within this guide. Salesforce does not guarantee you will achieve any specific results if you follow any advice in the report. It may be advisable for you to consult with a professional such as a lawyer, accountant, architect, business advisor, or professional engineer to get specific advice that applies to your specific situation.