**Foresight Research: Bank and Credit Union Churn/The vulnerable Community Bank**

Rochester, Mi, August, 2020 The cost of acquisition for new customers and members is high. Some say it averages $400 some say more, but in either case the important question is - how to reduce churn and make the acquisition cost payoff.

Foresight Research interviewed almost 11,000 people across the United States in 44 markets all of whom are involved in the household banking decision. We found some very interested facts. First 12% of the households have been with their current bank or credit union for less than 2 years. And 12% of all customers or members plan to switch in the next year or two. Among the newcomers (less than 2 years) about 1 out of 4 do not have a banking relationship that they would consider valuable. And the result, 20% are considering switching, again. The most vulnerable are the community banks – bad news for the community banks – good news for the competition. This turnover is expensive, so the question is how to slow it down – by knowing their needs and how to communicate with then.

So, what are they looking for? Is it the new digital technology, do they want more branches or incentives on their credit cards? Rather than guessing, we asked them what was most important and second most important in selecting a new bank or credit union.

At the top of the list are - free checking, handles transactions accurately, offers convenient branch locations, handles problems easily and promptly and friendly and courteous personnel. Those are the top five. Its not about the newest chatbot or even online or mobile banking. Now all of that is important but not at the top of the list. It is good, solid banking practices that matter most.

Get the facts. Go to our website and find the brochure describing the PRIMARY BANK OR CREDIT UNION CHURN report. Find out about churn rates, who are the most vulnerable customers and members, reducing churn and communicating (media and content). Highlighted are community banks – the most vulnerable.

Foresight Research is a marketing research firm and a leader in cost effective syndicated research – working with Fortune 500 companies for over 20 years. Go to our website, give us a call or shoot us an email to find out more.

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