

Mobile Banking

What's the most popular way in which customers interact with their bank and conduct their financial affairs? If you said visiting their branch then you'd be correct. What do you think is the least popular? Yes, that's right. Mobile banking.

If this is the case, then why are more and more banks trying to target customers by offering a mobile banking service when other methods such as face-to-face and online banking are more popular? The answer depends on when you were born. We've had the Baby Boomers and Generation X. These people were born between 1946 – 1960 and 1961–1979 respectively. These people were not born into a technological world. They have had to adapt to new technology. Their preferred method of communication is email and SMS. The personal computer was the pinnacle of the technology revolution. The Baby Boomers have an inherent mistrust of technology and prefer dealing face-to-face with banks. Generation X are '*digital immigrants*' and are more open to technology, but it often doesn't come naturally.

The Millennials (1980–1994) first entered the workforce at the turn of the century and were the first tech-savvy generation. Social media and texts are the preferred forms of communication via laptops, tablet and mobile phones. Online banking is for them. It offers a full range of services including setting up direct debits, making transfers, viewing current and past statements, ordering credit and debit cards and much more. If there is a reliable Internet connection, the user has complete control of their account without them having to set foot inside a branch.

So, why are banks focusing more and more on mobile banking if most of the workforce are Generation X and Millennials? Welcome to Generation Z. Born after 1995, they have just started to enter the workforce. Technology is a way of life for these people. They were born with it. They communicate through handheld devices and prefer visuals. Used to working with 5 screens a day, they need to be able to process information quickly and in bite-size chunks. Time is of an essence and companies wishing to attract these people need to engage them instantly and provide them with a beneficial experience. Much has been written about the Millennials and the Generation Z'ers want to be differentiated.

They want to be known for their ability to work hard and survive offline. Their focus is on the future and not the present as Millennials have been accused of. The Z generation are savers, not spenders. What is the appeal of mobile banking and how will it be used? Well, for a start the vast majority of Generation Z'ers possess a smart phone which they take everywhere. It is through this device that they interact with the world. Mobile banking is accessed through an App. This means that the banking service is configured to a mobile device which makes it a lot more user-friendly. Mobile banking users do not have to rely on the Internet – it really is banking on the go. They can check their account balances as often as they like, where they like. This allows users to keep a close eye on their financial habits and enables them to quickly spot any irregularities such as hacking or online theft. Customers using mobile banking can locate the nearest ATM – in the long term this can mean saving on charges for using other banks' ATMs.

1. What is the most popular way customers interact with their bank?

- A) Face-to-face
- B) Mobile banking
- C) Online banking
- D) Sending letters

2. Which generation is characterized as 'digital immigrants' in the text?

- A) Baby Boomers
- B) Generation X
- C) Millennials
- D) Generation Z

3. Which form of communication do Baby Boomers and Generation X prefer?

- A) Email and SMS
- B) Social media and texts
- C) Face-to-face meetings
- D) Phone calls

4. What is the preferred method of communication for Millennials?

- A) Email
- B) Face-to-face
- C) Social media and texts
- D) Phone calls

5. Which generation was the first tech-savvy generation according to the text?

- A) Baby Boomers
- B) Generation X
- C) Millennials
- D) Generation Z

6. What is a key feature of online banking for Millennials?

- A) Direct debits
- B) Face-to-face appointments
- C) Cash withdrawals only
- D) Phone support only

7. Why are more banks focusing on mobile banking according to the text?

- A) It is the oldest form of banking
- B) It is the most secure form of banking
- C) The workforce is mainly Generation X and Millennials
- D) Baby Boomers prefer it

8. How are Generation Z characterized in the text?

- A) As spenders
- B) Savers
- C) Tech-illiterate
- D) Prefer cash transactions

9. What is a benefit of mobile banking mentioned in the text?

- A) Restricts checking account balances
- B) Requires users to visit a bank branch
- C) Allows checking balances anywhere
- D) Only accessible with a personal computer

10. Which generation focuses on the future rather than the present according to the text?

- A) Baby Boomers
- B) Millennials
- C) Generation X
- D) Generation Z

11. What is the reason given in the text for focusing on engaging Generation Z quickly?

- A) Their technology skills
- B) Their love for face-to-face interactions
- C) Their need for outdoor activities
- D) Their ability to work offline

12. What do Generation Z'ers want to be known for according to the text?

- A) Spending habits
- B) Ability to work offline
- C) Social media influence
- D) Tech-savviness

13. How is mobile banking accessed according to the text?

- A) Through a laptop or desktop computer
- B) Through a tablet
- C) Through an App on mobile devices
- D) Through SMS messages

14. What can users do using mobile banking as mentioned in the text?

- A) Use it without a bank account
- B) Check account balances only
- C) Locate the nearest ATM
- D) Make cash deposits

15. What advantage does mobile banking provide in terms of ATM usage according to the text?

- A) Lower ATM charges
- B) Limits access to ATMs
- C) Encourages cash withdrawals
- D) Requires visits to bank branches