



Personal and business  
current account  
prompt pilot findings

Report Prepared for  
The Financial Conduct Authority



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# FOREWORD

The FCA commissioned Critical Research and Accent Research to manage the analysis and reporting of the 'Prompts' research. Critical carried out the personal current account prompt analysis and Accent were tasked with SME prompt analysis and producing the report. The report was authored by Olivier Boelman.

The research report sits independently from the FCA. The findings reported are based on the views and conclusions reached by Accent Research.

**Accent Research** have worked with the FCA for over 5 years. They are a full-service market research agency delivering innovative research. With 28 full time staff and a network of consultants to provide tailored research solutions. Accent specialise in regulatory research across many sectors.

**Critical Research** is a professional market research company specialising in financial research and data collection. With 30 researchers, they have partnered with the FCA for over 10 years. They specialise in the more demanding topics. Led by James Hopkins, the team regularly speak at industry events.

# 1. INTRODUCTION

## 1.1 Background

In 2016 the Competition and Markets Authority (CMA) concluded its market investigation into the supply of retail banking services to personal current account (PCA) customers and small and medium-sized enterprises (SMEs) in the United Kingdom<sup>1</sup>. It found that ‘The older and larger banks, which still account for the large majority of the retail banking market, do not have to work hard enough to win and retain customers and it is difficult for new and smaller providers to attract customers. These failings are having a pronounced effect on certain groups of customers, particularly overdraft users and smaller businesses.

Amongst other things, the CMA highlighted that personal and business current accounts are open-ended and there are no regular trigger points to prompt consumers to consider whether there are better current account deals elsewhere. The Current Account Switch Service (CASS) makes current account switching easy; however, the service is not well known, and consumer confidence in it could be improved.

To address this, the CMA outlined a package of remedies that aim to promote more effective competition through increased consumer engagement and activity. This included a foundation remedy that current account providers should prompt their customers. Prompts are dedicated messages sent to consumers and can be periodic or triggered by certain events. They encourage or ‘prompt’ changes in attitudes or behaviours specifically in relation to shopping around or reviewing their accounts.<sup>2</sup>

The FCA agreed to undertake research to design and test prompts that might be effective in engaging consumers and prompting them to consider their banking arrangements.<sup>3</sup>

The FCA undertook a programme of qualitative and quantitative research to identify which PCA prompts have the most potential to increase consumer awareness of the potential benefits of switching PCAs and encourage consumers to think more about their account use, including the charges they incur.<sup>4</sup> The evidence of which prompt elements were most effective informed a short series of pilots which are the subject of this paper.

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<sup>1</sup> <https://www.gov.uk/cma-cases/review-of-banking-for-small-and-medium-sized-businesses-smes-in-the-uk>

<sup>2</sup> Prompts should not be mistaken for alerts which are immediate text message or push notification alerts that communicate overdraft usage, triggered by overdraft-related events and provided in enough time to allow customers to act to avoid or minimise fees and charges.

<sup>3</sup> <https://www.fca.org.uk/publication/corporate/response-cma-final-report-competition-retail-banking-market.pdf>

<sup>4</sup> This research was published by the FCA at <https://www.fca.org.uk/publications/consultation-papers/cp18-12-and-cp18-13-consultations-high-cost-credit-and-overdrafts>

The FCA worked with current account providers to deliver the prompts pilots. PCA survey field work, analysis and weighting was completed by Critical Research in partnership with current account providers and the FCA.

The FCA worked in partnership with current account providers to complete the Business Current Account (BCA) survey fieldwork. Analysis and weighting of BCA survey responses was completed by Accent Market Research.

## 1.2 Purpose of the Research

The FCA worked with firms (banks and building societies) to pilot prompts among PCA and BCA customers which were aimed at:

- encouraging consumers to engage with their current account
- raising awareness of the potential benefits of switching
- encouraging consumers to engage with their overdraft use

During the pilots the FCA asked firms to monitor customers' interaction with the prompts where possible. Following the pilots the FCA sought to understand whether

- customers recalled their bank contacting them with these messages
- whether customers awareness, account use or intention to act was impacted by the prompts.

It is important that we acknowledge that the purpose of the pilots was to **provide some indication as to whether prompts could potentially influence the thinking or behaviour** of current account customers. While the long-term aim of current account prompts is to drive engagement and in turn behaviour change, the pilots, through a customer survey, were simply looking at whether we could discern whether customers recalled the prompts and possibly any short-term changes in awareness or possibly, intention to act.

## 2. METHODOLOGY

### 2.1 Introduction

Pilots involved either PCA customers or BCA customers.

Three main types of prompt were tested:

- **Account engagement prompts** – designed to prompt consumers to **actively consider how they use their account**, the charges they incur, and whether they could use their account more effectively e.g. by using a mobile app or signing up for text alerts;
- **Switching prompts** – designed to engage consumers to **consider their banking arrangements and possible benefits to switching account**;
- **Overdraft prompts** – designed to encourage overdraft users to **actively consider how they use their overdraft, the charges they incur** and whether they can use their account more effectively e.g. by using a mobile app or signing up for text alerts.

Prompts were designed and delivered differently in each pilot due to differences in firms' capabilities, branding and communication strategies. The main channels piloted included:

- Pop-ups / messages displayed to customers in Internet Banking
- Background banner adverts in Internet Banking
- Email

On a smaller scale, some BCA prompts were delivered by electronic messages to an inbox within Internet Banking or included in paper communications delivered by mail.

Illustrative examples of the types of prompts sent by firms are provided throughout this report with larger images available in Appendix B. The actual prompts used in the pilots reflected firms' branding.

Criteria for each pilot sample varied between firms and prompts. Details of the criteria for each pilot are available in Appendix A.

The impact of the prompt was assessed through consideration of interaction (whether customers saw the prompt and clicked on links) and by a questionnaire. All customers saw the same questionnaire (bar some small differences between the BCA and PCA questionnaire) which was designed to apply for all prompt types and delivery mechanisms.

The administration of the survey was designed so as not to alert the customers to the prompt through the questionnaire so that the survey itself did not impact results. Because of this the invitation to complete the survey looked like a general customer survey and as a consequence the response rate was very low – with an expected response of 0.5% to 3% at the upper end.

For all treatment groups (customers that were shown prompts) there were also control groups who were not exposed to the prompts. While we have used the language associated with a randomised controlled trial (RCT) we are aware of limitations to our approach. For example, we were unable to fully match groups or control other communications released by firms.

To provide some degree of comparison, where possible, through weighting we post-hoc 'matched' the composition of the two groups on available demographics, such as age and gender.

In any survey analysis, the potential for random variation in the results exists. In general we have only sought to report on outcomes or differences between the treatment and control groups that are statistically significant at the 95% confidence level.

We have also only reported on outcomes that are in the direction that we would hypothesise would take place were the prompts to have the intended outcome. For example, there are some outcomes where the observed differences in awareness, account use, behaviour or intention to act are counterintuitive, that is the impact has been greater on the control group compared with the treatment group, or relates to a behaviour unrelated to the content of the prompt.

It should be noted that earlier FCA qualitative and quantitative research has considered what design elements might improve the impact of prompts. This found that prompts which are personalised and that include lists and graphics such as ticks should be more effective.<sup>5</sup>

The main expectation of the pilots was that there would be a greater level of awareness among the treatment group compared with the control group, around having received a message highlighting how they can make the most out of their account or about switching. In the longer term as customers are more exposed to prompts, we might also expect to see increased awareness of the messages included in the prompts and in turn intention to act. However, we did not expect to observe these longer-term outcomes at this stage as our pilots only lasted one month with most customers receiving only one prompt.

The following should be noted:

- In most pilots, customers would only have seen one type of prompt once or have been in a control group that saw no prompt at all. In some pilots if customers logged-in to Internet Banking on multiple occasions they may have seen the prompt more than once.
- In some PCA pilots, customers in prompted groups were all sent two identical prompts - one via email and another via Internet Banking. Where this is the case this report identifies differences between customers who saw the prompt via just one of these channels or both.

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<sup>5</sup> Include links to research

- Whether participants saw the prompts piloted was dependent on whether they logged into the pilot channel during the pilot period. Only customers who logged into the pilot channel are included in the surveyed pilot groups as we know that customers who did not log into the pilot channel did not see the prompt and that it would therefore not have affected their awareness, behaviour or intention to act. Wherever possible, control groups also reflect only customers who logged into the prompt channel during the pilot period.<sup>6</sup>

With one exception<sup>7</sup> customers in the control groups were not sent any of the 'FCA pilot' prompts. However, the FCA did not limit firms' ability to send their business-as-usual (BAU) communications. It is known that some firms did send customers communications containing similar messages about account use as part of their usual communications strategy in the months around the pilot. Such messages might have told people they have been auto-enrolled to receive alerts, that their mobile banking app had been upgraded or suggest that another account offered by the bank, e.g. a paid account with benefits, may be a good deal for them. It should be noted that, whilst we can't measure it, this could have had an impact differences between prompt and control groups.

## 2.2 Interaction

Firms reported to the FCA their customers' interaction with the prompts. That is:

- whether they logged into the channel (e.g. Internet Banking) and therefore should have seen the prompt or whether they opened the email containing the prompt
- whether the customer interacted with the prompt, i.e. clicked on links contained within the prompt

Where we report interaction this is based on the extent to which all customers in the pilot groups accessed the prompts and how they interacted with them. Where the prompts directed customers to further information on a webpage hosted by the firm, firms also reported customer visits to that page to the FCA. Some prompts included links to the Money Advice Service or the Current Account Switch Service. These organisations also reported visits to the linked pages to the FCA.

For some channels, e.g. paper communications it was not possible for firms or the FCA to assess customer interaction.

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<sup>6</sup> Some firms were unable to tell us whether customers in the control group logged into Internet Banking during the pilot period. Where this is the case there may exist a difference between the prompted and control groups which is discussed in our analysis.

<sup>7</sup> In the BCA banner pilot, the banner was loaded to all business current accounts and all customers (including the control group) could have seen it if they logged into Internet Banking. Unfortunately, we do not know which participants did see the banner. The control group would not have seen the additional prompts piloted with the pilot groups.

## 2.3 Questionnaire

The questionnaire that customers completed was short and focussed on four key areas. For each pilot, control/prompted groups were matched, and differences are therefore assumed to have been influenced by the prompt content.

1. **Recall** of the messages to measure the level of cut-through
2. **Customers account use** which looked at awareness of account / overdraft use and charges. It also looked at awareness and use of options open to customers (to make better use of their accounts or to switch)
3. **Behaviour** to understand any differences between prompt and control groups.
4. **Consideration of action** to see if customers had *considered* taking action to switch even if they didn't

We also asked customers about their **views of messages** sent by banks to understand what customers tend to do when they receive prompts from banks.

Due to phishing (fraud) concerns, age and gender were not asked in the survey but provided to the FCA by the participating firms.

There were separate surveys for PCA and BCA customers. The surveys used are available at Appendix C (PCA) and D (BCA). The content of the survey did not vary dependent on which prompt type the PCA or BCA customer had seen or which control group the customer was part of. However, there were some subtle differences in the presentation of the survey between providers to fit with their branding.

Analysis of the full survey results for each pilot is available at Appendix E (PCA) and Appendix F (BCA).

# 3. PERSONAL ACCOUNT PILOT FINDINGS

## 3.1 PCA Account Engagement Prompts

**Account engagement prompts** were designed to prompt consumers to **actively consider how they use their account**, the charges they incur, and whether they could use their account more effectively e.g. by using a mobile app or signing up for text alerts.

### Account Engagement Prompt Pilot 1 (Internet Banking message and email with design features)

#### Pilot overview

Pilot 1 involved customers receiving both an Internet Banking message and an email containing the prompt shown in image one.

Customers were eligible for pilot 1 if they had paid annual charges of more than £25.

The pilot was in the field in January 2018. The survey field work took place in February 2018.

The internet banking message was loaded to 93,000 accounts. 87,658 of these accounts also received an email containing the prompt. These accounts formed the pilot group.

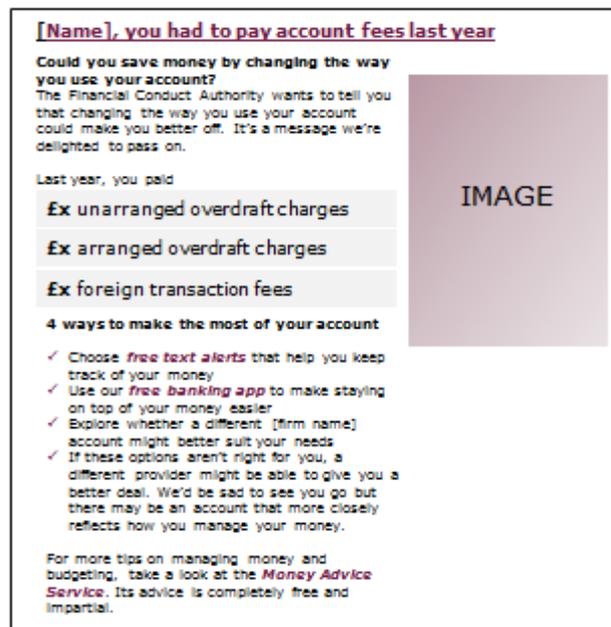


Image 1

At the end of the pilot customers in the pilot group that had opened the email or seen the internet banking message, or both, were invited to complete a survey. The number of customers that responded to the survey was 1506.

The control group for this pilot consisted of 17,000 accounts. These customers did not receive a prompt. There were 303 customers in the control group that responded to our survey. We can see whether customers in the control group who responded to the survey used Internet Banking in the period the prompts were displayed to the pilot group. In the detailed analysis at Appendix C we compare survey responses from:

- customers in the pilot group who only logged into Internet Banking and viewed the prompt (229 customers) with customers in the control group who also logged into Internet Banking (190 customers).

- customers who viewed both the email and the Internet Banking message (726 customers) with customers in the control group who also logged into Internet Banking (190 customers).
- customers in the pilot group who viewed the email prompt only, i.e. customers who did not log-in to Internet Banking (551 customers), with customers in the control group who did not log into Internet Banking (113 customers).

## Interaction

Half (50%) of the pilot group (46,605 accounts) logged-in to Internet Banking and had the message displayed to them. Of those that logged in, 3% clicked on one of the links: (free text alerts (1,344 customers); information about the banking app (157 customers); and an external link to the Money Advice Service (44 customers).

Just under half (47%, 41,630 accounts) opened the email containing the prompt. Of the customers that opened the email, 3% clicked on one of the links contained in the email: free text alerts (1,037 customers); information about the banking app (239 customers); and an external link to the Money Advice Service (157 customers).

## Summary of pilot results

### Prompt Recall

**Just over half of the treatment group (53%) recalled receiving messages about how to get the most out of their account.** This is statistically significantly higher than among the control group (36%).

The **highest recall is amongst treatment group customers who saw both the internet banking message and opened the email (57%)**. Customers in the treatment group that only viewed the Internet Banking message have the second highest recall of messages about ‘getting the most out of your account’ (56%). This compares with 39% recall amongst customers in the control group who also accessed internet banking but were not shown the prompt.

Recall amongst customers who only saw the email prompt was lower at 48%. However, this is still higher (and statistically significant) than among equivalent customers in the control group who did not access internet banking (31%).

### Account use and awareness

There are a few small but striking and significant differences between the treatment group and the control group with regards to their account use and awareness. Overall, treatment group customers were significantly **more likely to say they use their arranged overdraft every month and that their account is ‘always overdrawn’**. They are more likely to be **“aware that Bank accounts are different and can have different charges”** than the control groups (90% vs 85%). This is only the case when looking at the Treatment group (NET) compared with the control group (NET), not when comparing

sub-groups of these with each other. While using an overdraft and being overdrawn are behavioural aspects, **awareness of this behaviour could have been strengthened by the prompts.**

Across the treatment sub-groups customers were significantly more likely to agree that their **bank ‘tells [them] about the charges [they] have incurred’** compared with the control sub-groups and this translates to the NET groups, too (76% vs 58%).

Looking at the sub-groups we see that participants in the control group who accessed internet banking were significantly more likely to say they **‘check their account balance each week’** than participants in the treatment group (83% compared with 73%), but this does not translate onto other treatment groups or the second control group. There is no evidence that the prompt reduced this behaviour amongst the treatment group.

### Prompted behaviours

Customers in the treatment group (NET) were **more likely** (20%) than those in the control group (15%) **to recall having received a text alert** to warn them about going overdrawn or a low balance. There were no significant differences between sub groups on this measure.

No differences in behaviour in terms of use of mobile banking to check account balances were identified between treatment and control groups. However, it is clear from survey results that use of mobile banking is significantly higher amongst customers who had not use internet banking (i.e. customers who saw the email prompt only) than those who had.

### Prompted consideration

Those in the **control group** (NET) were **significantly more likely to have considered opening a new bank account** than those in the treatment group (NET) (26% vs 17%). There is also no evidence that the prompt reduced consideration amongst the treatment group and the survey data does not provide a clear indication as to the reason for this difference.

Again, while not driven by the prompts, we identified differences in consideration of opening a new bank account between customers who had used internet banking in the pilot period and those who had not across the treatment and control groups.

Full results are available in Appendix E.

## [Account Engagement Prompt Pilot 2 \(Internet banking background banner\)](#)

### Pilot overview

Pilot 2 involved a background banner (image 2 below) being displayed in customers' Internet Banking.

Customers were eligible for pilot 2 if their account had incurred charges of £1 or more in the past year.

The banner was loaded to 74,000 customer accounts. These accounts formed the pilot group. At the end of pilot these customers were invited to complete a survey, 1,922 responded.

The control group for this pilot consisted of 17,000 accounts. These customers did not have access to the banner. At the end of the pilot they were invited to complete a survey, 495 responded. The control group is the same control group as for Switching Pilot 2.

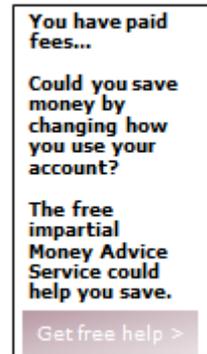


Image 2

In this chapter, we highlight differences between the treatment and control groups that are statistically significant.

## Interaction

We know that 93% of customers who had the banner loaded into their online account logged into Internet Banking during the pilot and may have seen the banner. However, as the banner appeared in the background, it was not possible to measure if they noticed the banner. No customers in the pilot group clicked on the 'get free help' link contained in the banner.<sup>8</sup>

## Summary of pilot results

There were not differences in the groups that may be as a result of the prompts.

Full results are available in Appendix E.

## [Account Engagement Prompt Pilot 3 \(internet banking background banner\)](#)

### Pilot overview

Pilot 3 involved a background banner (image 3 below) being displayed in customers' Internet Banking.

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<sup>8</sup> It is accepted among those seeking to drive behaviour change that information alone does not lead to behaviour change. To have impact the information needs to be delivered at the right moment, with a number of other factors aligned. However, information provision may have an accumulative effect, the information being 'stored' until the right moment for recall and action to follow at some later date when the individual is primed to act.

Customers were eligible for the pilot if their account had incurred charges of £1 or more in the past year.

The banner was loaded to 105,000 customer accounts. These accounts formed the pilot group. At the end of pilot, these customers were invited to complete a survey, 860 responded.

The control group for this pilot consisted of 17,000 accounts. These customers did not have access to the banner. At the end of the pilot they were invited to complete a survey and 185 responded.

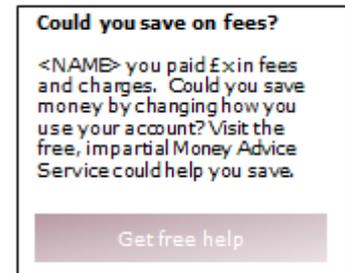


Image 3

## Interaction

Overall, 71% (74,287 customers) of the treatment group logged-in and were exposed to the prompt. However, as it was in the background it is not possible to measure if they noticed it.

Only 275 (0.37%) of these customers clicked on the link to 'get free help'. At that point the customers were asked to click again to proceed to an external link. Resulting in only 93 customers ( 0.13%) proceeding to the external help link.

## Summary of pilot results

Only a few significant differences between the pilot and control group were identified.

While not the main aim of the prompt, customers in the **treatment group were significantly more likely to say they seriously considered opening a new bank account** than those in the control group (18% compared with 11%). The control group was significantly more likely to say that they had considered neither changing the bank they use for day to day banking or opening a new bank account (78% compared with 69%).

Treatment group customers were **less likely to say they use mobile banking to monitor their account** balance and transactions (68% compared with 77%). They were, however, more likely to disagree with the statement '**I rarely check my balance or statements**' (10% compared with 18%).

The data shows **no further significant differences** between the treatment group and the control group.

Full results are available in Appendix E.

## Conclusions PCA Account Engagement Prompt

In **pilot 1** we observed that **customers who were prompted were much more likely to recall receiving messages about how to get the most out of their account.** We also

detected small but statistically significant differences in awareness and prompted behaviour.

Pilot 1 included a number of design elements previous research by the FCA had identified as potentially effective.<sup>9</sup> It was implemented as a message in customers' Internet Banking and an email prompt so we have evidence that customers in the pilot group who responded to the survey saw the prompt.

In pilots where customers were prompted by a background internet banner (**pilots 2 and 3**) there were no significant differences in the key prompted behaviours between treatment and control groups. We do not have evidence that background banners were noticed by many customers.

## 3.2 PCA Account Switching Prompt

Switching prompts were designed to engage consumers to consider their banking arrangements and the possible benefits of switching their account either to another account provided by the firm or another provider.

### [Switching Prompt Pilot 1 \(Internet Banking message and email with design features\)](#)

#### **Pilot overview**

Pilot 1 involved customers receiving both an Internet Banking message and an email containing the prompt shown in image 4.

Customers were eligible for pilot 1 if they had annual charges or fees of £1 or more.

The pilot was in the field in January 2018. The survey field work took place in February 2018.

The **Internet Banking message** was loaded to 93,000 customers. 88,198 of these customers also received an email containing the prompt. These customers formed the pilot group.

At the end of the pilot customers in the pilot group that had opened the email or seen the internet banking message were invited to complete a survey, 2,651 customers in the pilot group responded.

The control group for this pilot consisted of 17,000 accounts. These customers did not receive a prompt. 514 customers in the control group responded to our survey.

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<sup>9</sup> Research published alongside CP18/13 <https://www.fca.org.uk/publications/consultation-papers/cp18-12-and-cp18-13-consultations-high-cost-credit-and-overdrafts>

We are able to see whether customers in the control group who responded to the survey used Internet Banking in the period the prompts were displayed to the pilot group. In the detailed analysis at Appendix E we compare survey responses from:

- customers in the pilot group who logged into Internet Banking and viewed the prompt only (578 customers) with customers in the control group who also logged into Internet Banking (359 customers)
- customers who viewed both the email and the Internet Banking message (1,347 customers) with customers in the control group who also logged into Internet Banking (359 customers)
- customers in the pilot group who viewed the email prompt only, i.e. customers who did not log into Internet Banking (726 customers) with customers in the control group who did not log into Internet Banking (155 customers)

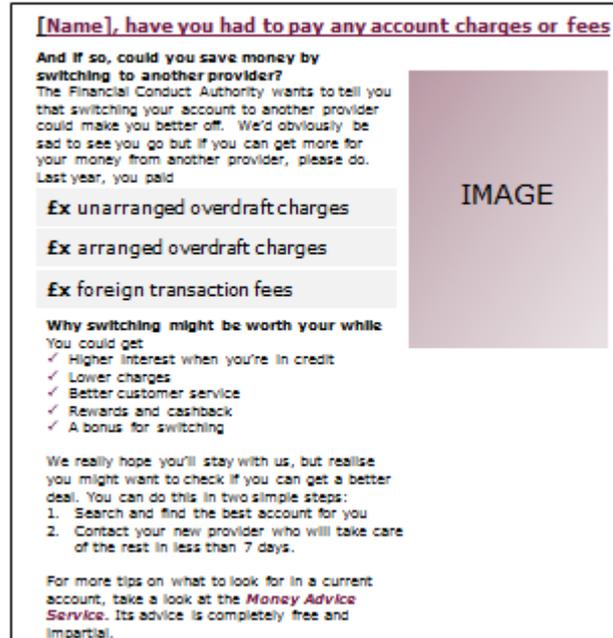


Image 4

## Interaction

61% of the pilot group (56,352 accounts) logged into Internet Banking and had the internet banking message displayed to them. Of those that logged in, 0.1% (59 customers) clicked on the MAS link.

44% (38,437 accounts) opened the email containing the prompt. 0.5% (189 customers) clicked on the MAS link.

## Summary of pilot results

### Prompt Recall

**41% of the treatment group (NET) recalled receiving a message about switching** compared with only 2% across the control group (NET) and control sub-groups, a significant difference. Recall within the treatment group was, by far, the **highest among those that viewed the internet banking message and opened the email (49%)**. This is significantly higher than among those that only viewed the internet banking message (29%) or only opened the email (36%).

**49% of the treatment group (NET) reported receiving messages about how to get the most out of their account** - compared with 35% of the control group (NET), a significant difference.

In the treatment group, again, **recall was highest among those that viewed the internet banking prompt and opened the email (53%)**, significantly higher than those who only viewed the internet banking message (48%) or only opened the email (42%). In the control group recall of this type of message was lowest amongst customers who had not logged into internet banking (30% compared with 38% for customers who had used internet banking).

## Account use and awareness

Customers in the **treatment group (NET) were significantly more likely (72%) to say that their bank tells them about charges they have incurred** than the control group (NET) (58%). There were no significant differences within the treatment group or control group sub-groups.

We also identified **small but statistically significant differences in the treatment group's awareness that they can switch and that bank accounts are different and can have different charges for things like overdrafts**. 95% of the treatment group (NET) were aware that they can switch bank accounts while only 91% of the control group (NET) was aware of this.

**93% of the treatment group (NET) were aware that bank accounts are different and can have different charges for things like overdrafts, while 89% of the control group (NET) were aware of this.**

## Prompted Consideration

The data showed no significant differences between the treatment group and the control group with regards to considering switching or opening a new bank account. Within the treatment group, however, there are some differences to note for the level of switching consideration.

Full results are available in Appendix E.

## Switching Prompt Pilot 2 (Internet banking background banner)

### Pilot overview

Pilot 2 involved a background banner (image 5 below) being displayed in customers' Internet Banking.

Customers were eligible for the pilot if they had annual charges or fees of more than £1.

The banner was loaded to 74,000 customer accounts. These accounts formed the pilot group. At the end of the pilot customers were invited to complete a survey, 1,729 responded.

The control group for this pilot consisted of 17,000 accounts. These customers did not have access to the banner. At the end of the pilot they were invited to complete a survey, 495 responded. The control group is the same control group as for account engagement pilot 2.

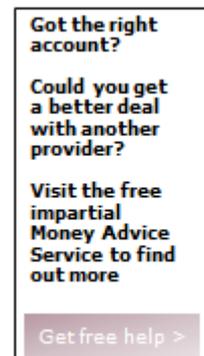


Image 5

## Interaction

We know that 93% of customers who had the banner loaded into their online account logged into Internet Banking during the pilot and may have seen the banner. However, it was not possible to measure if they noticed the banner. No customers in the pilot group clicked on the 'get free help' link contained in the banner.

## Summary of pilot results

Neither the control or treatment group recalled receiving messages about how to switch banks with only 2% of the treatment group and 3% of the control group recalling seeing these messages.

Full results are available in Appendix E.

## [Switching Prompt Pilot 3 \(internet banking background banner\)](#)

### Pilot overview

Pilot 3 involved a background banner (image 6 below) being displayed in customers' Internet Banking.

Customers were eligible for the pilot if they had paid annual charges or fees of more than £1.

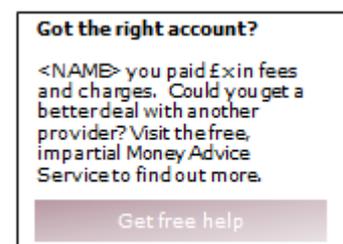


Image 6

The banner was loaded to 105,000 customer accounts. These accounts formed the pilot group. At the end of pilot customers were invited to complete a survey, 1,107 responded

The control group for this pilot consisted of 17,000 accounts. These customers did not have access to the banner. At the end of the pilot they were invited to complete a survey, 185 responded. It should be noted that the control group for this pilot is the same as that for Account Engagement Pilot 3.

## Interaction

We know that 70% of the treatment group (73,633 customers) logged into Internet Banking during the pilot and may have seen the banner. However, as the banner was displayed in the background it was not possible to measure if they noticed the banner. Only 196 (0.27%) clicked on the banner. Fewer arrived at the destination webpage as only 71 (0.10%) agreed to proceed to an external site when asked.

## Summary of pilot results

Findings in this pilot were mixed. We did not identify any statistically significant difference in recall of receiving a message about how to switch banks between the treatment and control group. Recall in both groups was very low.

The treatment group also showed a **significantly higher level of consideration of opening a new bank account (18% vs 11%)**. The control group is significantly more likely to say they have not considered either opening new account or changing the bank they use for day to day banking. This finding is in line with the customers having received some information about switching.

Full results are available in Appendix E.

## Conclusions PCA Switching Prompt

Similar to the Account Engagement Prompt, it is **pilot 1 that appears to have been most effective**. Pilot 1 was administered as an Internet Banking message and email and the prompt contained design elements which previous research for the FCA had shown to be most likely to be effective.<sup>10</sup>

**Customers in the pilot 1 treatment group were significantly more likely than those in the control group to recall receiving messages about switching. They were significantly more likely to say that their bank tells them about the charges they have incurred.**

We also **detected small but statistically significant differences in some prompted awareness**. Customers in the treatment group were **more likely to aware that bank accounts are different** and can have different charges for things like overdrafts, that they **know that they can switch bank account**. These results underline the potential effectiveness of the switching prompt.

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<sup>10</sup> Research published alongside CP18/13 <https://www.fca.org.uk/publications/consultation-papers/cp18-12-and-cp18-13-consultations-high-cost-credit-and-overdrafts>

In pilots 2 and 3 (which tested background banners in Internet Banking) we found that customers did not recall receiving switching messages from their banks. However, we did detect findings in line with the customers having received the prompt.

### 3.3 PCA Overdraft Prompt

Overdraft prompts were designed to encourage overdraft users to actively consider how they use their overdraft, the charges they incur and whether they can use their account more effectively e.g. by using a mobile app or signing up for text alerts.

#### Overdraft Prompt Pilot 1 (Internet Banking message and email with design features)

##### Pilot overview

Pilot 1 involved customers receiving both an Internet Banking message and an email containing the prompt shown in image 7.

Customers were eligible for pilot 1 if they had incurred any arranged or unarranged overdraft charges in the three months prior to the pilot - September to November 2017.

The pilot was in the field in January 2018. The survey field work took place in February 2018.

The internet banking message was loaded to 93,000 customers accounts, 87,658 of these customers also received an email containing the prompt. These accounts form the pilot group.

At the end of the pilot customers in the pilot group that had opened the email or seen the internet banking message were invited to complete a survey, 1645 customers responded.

The control group for this pilot consisted of 17,000 accounts. These customers did not receive a prompt. 322 customers in the control group responded to our survey.

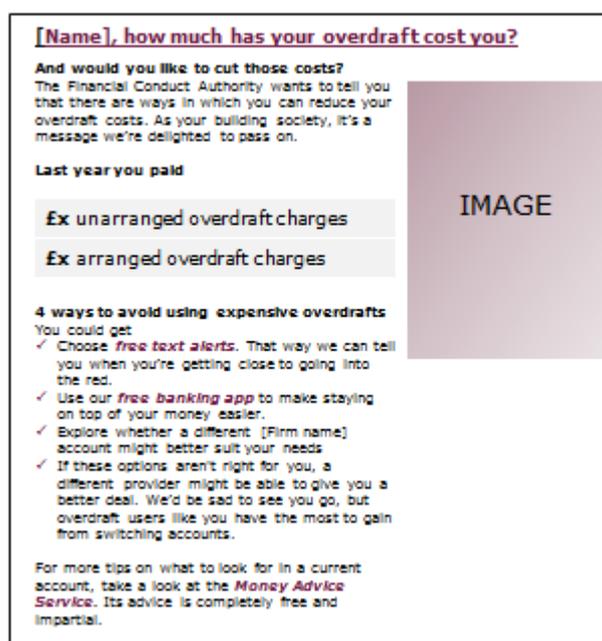


Image 7

We are able to see whether customers in the control group who responded to the survey used Internet Banking in the period the prompts were displayed to the pilot group. In the detailed analysis of survey responses at Appendix D we compare survey responses from:

- customers in the pilot group who logged into Internet Banking and viewed the prompt only (334 customers) with customers in the control group who also logged into Internet Banking (212 customers)
- customers who opened the email and viewed the Internet Banking message (789 customers) with customers in the control group who also logged into Internet Banking (212 customers).
- customers who opened the email only, i.e. customers who did not log-in to Internet Banking (522 customers) with customers in the control group who did not log into Internet Banking (110 customers).

## Interaction

61% of the pilot group (56,596 accounts) logged into Internet Banking and had the message displayed to them. Of those that logged in, 3% of customers clicked on the various links contained in the prompt (alerts (1659 customers), banking app (131 customers) and Money Advice Service (40 customers)).

44% (38,646 accounts) opened the email containing the prompt. Again 3% clicked on one of the links contained in the prompt (alerts (879 customers), banking app (191 customers), Money Advice Service (136 customers)).

## Summary of pilot results

### Prompt Recall

**Half of the treatment group (NET) (48%) recalls receiving messages about how to get the most out of their account compared with 35% of the control group, a significant difference.** Within the treatment group recall was highest among those that only viewed the Internet Banking message (52%), but this was only slightly higher than viewed both this and the email prompt (49%). This compares with recall amongst control group customers who logged into internet banking of 33%. Recall amongst customers who did not log into internet banking and so only saw the email prompt recalled receiving a message stood at 43%. This compares with recall amongst control group customers who did not log into internet banking of 39%

**1 in 10 of the treatment group (NET) customers recalled receiving a message about switching** (one of the prompted suggestions for avoiding expensive overdrafts in the detail of the prompt). This compares with only 1% of the control group recalling receiving a message about how to switch banks. Within the treatment group, however, there are some differences to note. 11% of customers who saw the email (including email only and those who saw both the email and the internet banking message) recalled receiving a message about switching. recall amongst customers who only saw the internet banking message was lower (6%).

## Account use and awareness

Customers in the treatment group who saw both the internet banking message and the email prompt were more likely to say that each month they use their overdraft compared with their equivalent control group.

The prompts do not appear to have impacted awareness of differences between accounts including different overdraft charges. Reported awareness of difference was greater amongst the control group (NET) than treatment group (NET) customers (88% vs 96%).

While not a consistent finding across the treatment group subgroups, customers in the treatment group who only opened the email prompt were more likely than their equivalent control group to look at bank account options available to them at least once a year (38% vs 26%).

## Prompted behaviours

There was a small but **significant difference between the proportion of customers in the treatment group (NET) that recalled receiving text alerts to warn them about going overdrawn or a low balance compared with control group customers (24% vs 18%)**. This difference is also seen between sub-groups that saw the internet banking message and their corresponding control sub-group of customers who logged into internet banking. While the treatment sub-group that only opened the email were most likely to recall receiving text alerts we did not see a significant difference in behaviour with their corresponding control group (customers who did not log in to Internet Banking).

## Prompted consideration

We identified that the prompt may have driven a small but statistically significant difference in awareness of options open to customers between the treatment group and control group. **Treatment group (NET) customers were significantly more likely (21%) to have considered changing bank when compared with the control group (NET) (16%)**. There are no statistically significant differences within the treatment group sub-groups.

## Overdraft Prompt Pilot 2 (internet banking background banner)

### Pilot overview

Pilot 2 involved a background banner (image 8 below) being displayed in customers' Internet Banking.

Customers were eligible for pilot 2 they had incurred arranged or unarranged charges in September to November 2017.

The banner was loaded to 100,000 customer accounts. These accounts formed the pilot group. At the end of the pilot customers were invited to complete a survey 1,676 responded.

The control group for this pilot consisted of 17,000 accounts. These customers did not have access the banner. At the end of the pilot they were invited to complete a survey, 348 responded.

## Interaction

100% of the customers who had the banner loaded into their online account logged into Internet Banking during the pilot and may have seen the banner. However, it is not possible to measure if they noticed the banner. No customers in the pilot group clicked the get free help link contained in the banner.

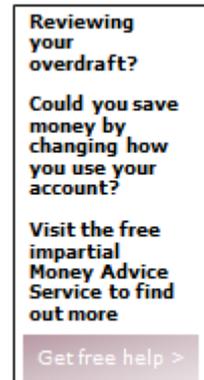


Image 8

## Summary of pilot results

The **prompted group was no more likely than the control group to recall messages from their bank about how to get the most out of their account.**

The data shows no other statistically significant differences in prompted behaviour between treatment and control groups.

The prompt piloted does not appear to have any impact on awareness of overdraft use and charges as the control group customers were significantly more likely to say that they use an arranged overdraft each month and that their bank account is always going overdrawn (38% vs 31%).

Full results are available in Appendix E.

## [Overdraft Prompt Pilot 3 \(internet banking background banner\)](#)

### Introduction

Pilot 3 involved a background banner (image 9 below) being displayed in customers' Internet Banking.

Customers were eligible for pilot 3 if they had incurred arranged or unarranged overdraft charges in the 3 months between September 2017 and November 2017.

The banner was loaded to 105,000 customer accounts. These accounts formed the pilot group. At the end of the pilot customers were invited to complete a survey, 688 responded.

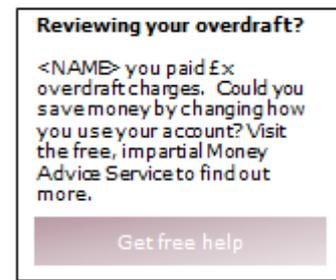


Image 9

The control group for this pilot consisted of 17,000 accounts. These customers did not have access to the banner. At the end of the pilot they were invited to complete a survey, 107 responded.

## Interaction

We know that 65% (68,593 customers) of the treatment group logged into Internet Banking during the pilot and may have seen the banner. However, as the banner appeared in the background it was not possible to measure if they noticed the banner. We know that only 355 (0.5%) clicked on the link to 'get free help' with only 171 (0.12%) proceeding to an external site when asked to consent to this.

## Summary of pilot results

The data showed few statistically significant differences between treatment and control groups.

The prompts do not appear to have had an impact on awareness of overdraft use and charges as the control group are more likely to say they use an arranged overdraft each month (69% vs 59%). This may in part be related to the fact treatment group customers are more likely to say that they rarely check their bank statement or balance (15% vs 8%).

Full results are available in Appendix E.

## [Overdraft Prompt Pilot 4 \(Internet Banking pop-up\)](#)

### Pilot overview

Pilot 4 involved customers receiving an Internet Banking pop-up similar to that shown in image 10.

Customers were eligible for the pilot if they incurred arranged or unarranged charges in September to November 2017.

The pilot took place in November 2017 with survey field work completed in December 2017.

The pop-up was loaded to 150,000 customer accounts. These customers formed the pilot group. At the end of the pilot only customers in the pilot group that logged into Internet Banking and were presented with the pop-up were invited to complete a survey, 1,535 customers responded.

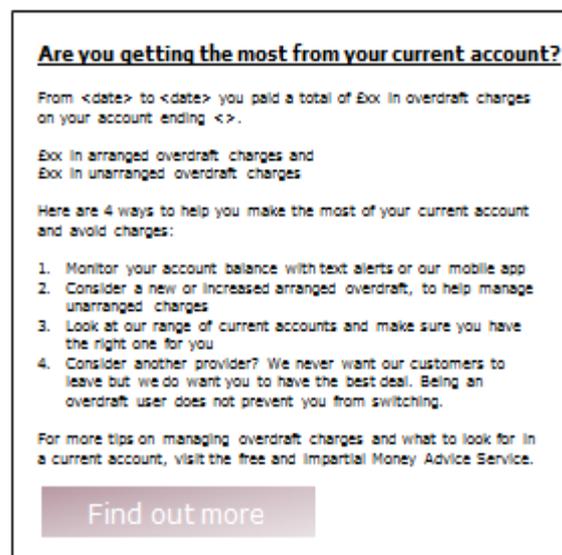


Image 10

The control group for this pilot was the same as that for overdraft prompt pilot 5. The control group for this pilot consisted of 50,000 accounts sampled from the same pool of customers as the pilot group. These customers did not receive a prompt. 823 of the control group customers responded to our survey. While customers were only eligible for the control group if they had used Internet Banking at least once in the three months preceding the pilot, unfortunately we do not know if they accessed Internet Banking during the pilot period.

## Interaction

51% of customers in the pilot group logged in to Internet Banking during the pilot and would have seen the Internet Banking pop-up. Almost 45% of these customers clicked on the 'find out more' link.

Customers who clicked 'find out more' were directed to a website run by the firm, from there, 0.3% clicked to find out more about mobile apps, 0.7% clicked to find out more about current accounts, 4.5% clicked to find out more of overdrafts and 0.2% clicked through to the Money Advice Service.

## Summary of pilot results

We identified few significant differences in recall or prompted behaviour between the pilot and control groups.

The prompt may have influenced treatment group customers awareness of their overdraft use as they were more likely to say that they go into an unarranged overdraft each month than control group customers (25% vs 20%).

Full results are available in Appendix E.

## Overdraft Prompt Pilot 5 (Internet banking pop-up)

### Pilot overview

Pilot 5 involved customers receiving an Internet Banking pop-up similar to that shown in image 11.

Customers were eligible for the pilot if they incurred arranged or unarranged charges in September to November 2017.

The pilot took place in November 2017 with survey field work completed in December 2017.

The pop-up was loaded to 150,000 customer accounts. These customers formed the pilot group. At the end of the customers in the pilot group that logged into Internet Banking and therefore seen the pop-up were invited to complete a survey, 2358 customers responded.

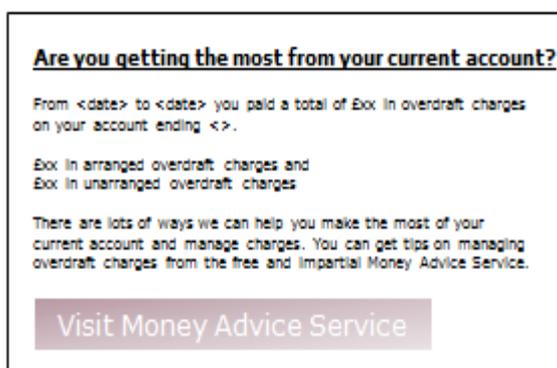


Image 11

The control group for this pilot was the same as that for overdraft prompt pilot 4. It consisted of 50,000 accounts sampled from the same pool of customers as the pilot group. These customers did not receive a prompt. 823 of the control group customers responded to our survey. While customers were only eligible for the control group if they had used Internet Banking at least once in the three months preceding the pilot, unfortunately we do not know if they accessed Internet Banking during the pilot period.

### Interaction

51% of customers in the pilot group logged in to Internet Banking during the pilot and would have seen the Internet Banking pop-up. 7.3% of these customers clicked on the link to the Money Advice Service.

### Summary of pilot results

We identified no differences in recall of receiving a message from the bank between the pilot and control groups.

Recall of receiving a text message to warn about going overdrawn was significantly higher among the treatment group (40%) than it was among the control group (35%). The treatment group were however less likely to say they use mobile banking to monitor their account balance and transactions (75% vs 79%).

The prompt may have influenced treatment group customers awareness of their overdraft use as they were more likely to say that they go into an unarranged overdraft each month than control group customers (25% vs 20%).

Customers in the treatment group were however, slightly more likely to say that they had considered neither opening a new bank account or changing the bank that they use for their day to day banking. However, this was not a behaviour encouraged by this prompt.

Full results are available in Appendix E.

## Conclusions PCA Overdraft Prompt

Similar to the account engagement prompt and switching prompt, **pilot 1 appears to have been most effective**. This pilot was administered as an Internet Banking message and email containing the prompt. The prompt contained design elements that previous research for the FCA had shown to be most likely to be effective.<sup>11</sup>

In Pilot 1, treatment group customers were significantly **more likely to recall receiving messages about how to get the most out of their account** and about switching. We also identified some small but statistically significant differences in prompted awareness. For example we detected small but statistically significant differences in consideration of changing bank when compared with the control group. Where customers saw both the email and internet banking message they were more likely to say they use an overdraft each month.

Pilots 4 and 5 also tested Internet Banking pop-ups but they did not contain the design elements that featured in the pilot 1 prompt. Results did not show higher recall but customers appeared more likely to say that they use their unarranged overdraft each month which may indicate the prompt increased awareness.

In pilots 2 and 3 (which tested background banners in Internet Banking). We found that customers did not recall receiving these prompts from their banks. We found no significant differences between treatment and control groups in relation to prompted awareness or behaviours.

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<sup>11</sup> Research published alongside CP18/13 <https://www.fca.org.uk/publications/consultation-papers/cp18-12-and-cp18-13-consultations-high-cost-credit-and-overdrafts>

# 4. BUSINESS ACCOUNT SURVEY FINDINGS

## 4.1 BCA Account Engagement Prompts

**Account engagement prompts** were designed to prompt businesses to **actively consider how they use their account**, the charges they incur, and whether they could use their account more effectively e.g. by using a mobile app or signing up for text alerts.

In total, 5 pilots were tested:

1. Account Engagement Pilot 1 – Secure Email
2. Account Engagement Pilot 2 – Statement Prompt
3. Account Engagement Pilot 3 – Pop-up
4. Switching Pilot 1 – Secure Email
5. Switching Pilot 2 – Statement Prompt

All of the customers in the secure email and statement pilots (treatment and control) would also have had a banner loaded to their Internet Banking.

The banner stated: *“The Financial Conduct Authority has asked us to let you know that you could be better off by changing how you use your account or by switching to another provider.”*

An illustrative image of the banner is available in Appendix B, Image 14.

The banner was loaded to all business customers’ Internet Banking and presented to 1,745,899 customers at log-on. In total, only 196 customers (0.011%) clicked on the banner and it generated no customer queries.

As discussed in the methodology section of this report we do not know which participants in the pilots saw the banner. The banner may have had an impact on differences between the prompt and control groups. However, we expect this to be limited due to the limited impacts observed of banners tested in other pilots.

### [BCA Account Engagement Prompt Pilot 1 \(Secure Email \)](#)

#### **Pilot overview**

Pilot 1 involved customers receiving a secure email. This is a message that is delivered to an inbox that can only be accessed by logging into Internet Banking. The content of the message is shown in box 1 below.

Businesses were eligible for pilot 1 if they had incurred charges between November 2016 and October 2017.

The secure message was sent to 36,973 accounts. At the end of the pilot customers who were sent the message were invited to complete a survey - 614 customers responded.

The Financial Conduct Authority has asked us to tell you that you could be better off by changing the way you use your account.

Please see below how to get the most from your bank:

- Monitor your account balance with text alerts or via our mobile app.
- Consider a new or increased arranged overdraft to help manage your unarranged charges
- Consider another provider? We never want our customers to leave, but we do want you to have the best deal. For more tips on what to look for in a current account, please visit the free and Independent Current Account Switching Service.  
[www.currentaccountswitch.co.uk/bespokelink](http://www.currentaccountswitch.co.uk/bespokelink)
- Find out more at [www.firmname.co.uk/bespokelink](http://www.firmname.co.uk/bespokelink)

PLEASE DO NOT REPLY TO THIS MESSAGE

**Box 1**

The control group for this pilot was the same control group for BCA account engagement prompt pilot 2 and BCA switching prompt pilot 1 and 2. It consisted of 393 customers.

## Interaction

Only 0.82% of customers who were sent the secure message read it. While low, this is higher than the average read rate for this type of message - 0.5%. The message generated 11 visits to current account switch service.

## Summary of pilot results

The data shows no significant differences in prompted behaviour between the treatment group and the control group.

Full results are available in Appendix F.

## [BCA Account Engagement Prompt Pilot 2 \(Statement Prompt\)](#)

### Pilot overview

Pilot 2 was tested through including the message at box 1 in the account statement provided to customers. Account statements are provided in writing.

Businesses were eligible for pilot 1 if they had incurred charges between November 2016 and October 2017.

The message was included in 30,000 customers' statements. At the end of the pilot customers who were sent the message were invited to complete a survey. It is unknown how many customers opened the prompt. But 17 visits were recorded to the current account switch service. This translates as approximately 0.06% of recipients.

The control group for this pilot was the same control group for BCA account engagement prompt pilot 1 and BCA switching prompt pilot 1 and 2. It consisted of 393 customers.

## Interaction

It was not possible to track whether customers opened their statement or saw the message contained within it.

## Summary of pilot results

No significant differences between the treatment group and the control group were recorded.

Full results are available in Appendix F.

## [BCA Account Engagement Prompt Pilot 3 \(Internet banking pop-up\)](#)

### Pilot overview

Pilot 3 involved customers receiving an Internet Banking pop-up containing the message shown in box 2.

All active business accounts were eligible for pilot 3.

The banner was loaded to 29,715 business banking accounts. These customers formed the pilot group. The customers in the pilot group that logged into Internet Banking and therefore potentially saw the pop-up were invited to complete a survey, 399 customers responded.

The control group for this pilot consisted of 5,000 accounts. These customers did not receive a prompt. From the control group, 99 customers responded to our survey. The 99 would include customers who had logged into Internet Banking and some that had not. For the purposes of comparison, we have used responses only from customers who logged into Internet Banking. This allowed a greater comparability between the pilot and control group. This gave us 83 respondents.

## Interaction

Just over half (58%) of the pilot group logged into Internet Banking and had the pop-up displayed to them; 32% clicked on the link to ‘find out more’ and arrived at a webpage hosted by the firm; and 3% clicked links on this webpage to find out more about overdrafts, mobile apps, or how to ‘boost your business’. Fewer than 1% clicked on a link to the current account switch service (an external page).

## Summary of pilot results

The **treatment group (22%) were significantly more likely than the control group (10%) to recall messages** about how changing how the use of their account can help them get the most from their business account.

The data shows no further significant differences in prompted awareness and behaviour between the treatment group and the control group. However, the control is significantly more likely to report doing none of the prompted behaviours in the past three months than the treatment group.

Are you getting the most from your business current account?

From [date] to [date] you paid **£xx** in unarranged overdraft charges on your account ending XXX.  
This may not reflect refunds we have made during this time.

Here are 3 ways to help you make the most of your business current account and avoid charges:

1. Monitor your account balance with text alerts or our mobile app.
2. Consider a new or increased arranged overdraft to help manage your unarranged charges. Security may be required. Product fees may apply.
3. Consider another provider? We never want our customers to leave but we do want you to have the best deal. For more tips on what to look for in a current account, visit the free and impartial Current Account Switching Service.

[Find out more](#)

Box 2

Full results are available in Appendix F.

## Conclusion BCA account engagement prompts

**Some customers in pilot 3 (Internet Banking pop-up), recalled seeing messages about how changing how they use their account can help them get the most from their business account.** However, the data shows no further significant differences between the treatment and the control group in terms of prompted behaviour.

**We have not seen any impacts from the secure email prompt (pilot 1) or the statement prompts (pilot 2).** Very few customers opened the secure email and we are had no means to ascertain if customers saw the statement prompt. We were not able to test the impact of the background banner since there was no control for that pilot.

## 4.2 BCA Switching Prompt

Switching prompts were designed to engage consumers to consider their banking arrangements and possible benefits to switching account.

As discussed at 4.1 all of the customers in the Secure email and statement pilots (treatment and control) would also have had a banner loaded to their Internet Banking. We do not know which participants in the pilots saw the banner and it may have had an impact on differences between the prompt and control groups. However, we expect this to be limited due to the limited impacts observed of banners tested in other pilots.

## BCA Switching Prompt Pilot 1 (Secure Email Message)

### Pilot overview

Pilot 1 involved customers receiving a secure email e. This is an email that is delivered to an inbox that can only be accessed by logging into Internet Banking. The content of the message is shown in box 3 below.

All active business accounts were eligible for pilot 1.

The secure message was sent to 30,000 accounts. At the end of the pilot customers who were sent the message were invited to complete a survey. It is unknown how many customers opened the prompt. But 17 visits were recorded to the current account switch service.

The Financial Conduct Authority has asked us to tell you that you could be better off by changing the way you use your account.

Please see below how to get the most from your bank:

- Monitor your account balance with text alerts or via our mobile app.
- Consider a new or increased arranged overdraft to help manage your unarranged charges
- Consider another provider? We never want our customers to leave, but we do want you to have the best deal. For more tips on what to look for in a current account, please visit the free and Independent Current Account Switching Service.  
[www.currentaccountswitch.co.uk/bespokelink](http://www.currentaccountswitch.co.uk/bespokelink)
- Find out more at [www.firmname.co.uk/bespokelink](http://www.firmname.co.uk/bespokelink)

PLEASE DO NOT REPLY TO THIS MESSAGE

The control group for this pilot was the same control group for BCA switching

**Box 3**

prompt pilot 2 and BCA account engagement prompt pilot 1 and 2. It consisted of 5,000 customers with 393 customers responding to the survey.

### Demographics and attitudes towards prompts

#### Interaction

Only 0.82% of customers who were sent the secure message read it. While low, this is higher than the average read rate for this type of message - 0.5%.

#### Summary of pilot results

The data shows no significant differences between the treatment group and the control group.

## BCA Switching Prompt Pilot 2 (Statement Prompt)

### **Pilot Group Overview**

Pilot 2 was tested through including a message at box 3 in the account statement provided to customers. Account statements are provided in writing. It was not possible to track whether customers opened their statement or saw the message contained within it.

The message was included in 30,000 customers' statements. At the end of the pilot these customers were invited to complete a survey, of which 1,147 responded.

The control group for this pilot was the same control group for BCA switching prompt pilot 1 and BCA account engagement prompt pilot 1 and 2. It consisted of 5,000 customers with 393 customers responding to the survey.

### **Interaction**

It was not possible to track whether customers opened their statement or saw the message contained within it. The message generated 17 visits to current account switch service.

### **Summary of pilot results**

The data shows no significant differences between the treatment group and the control group.

## Conclusions BCA Switching Prompt

The data shows no impact of either the secure message or the statement prompt on the behaviour of either control group.

# APPENDIX A

## Pilot Criteria

# Pilot sample selection criteria

## Personal Account Engagement Pilot 1

- Customers in the UK who have incurred charges >£25 between December 2016 and November 2017
- Sample selected at account level with customers allocated to one treatment or control group only
- Customers are registered for Internet Banking with a valid email held
- Customers are excluded if
  - Account is inactive or dormant
  - Account has legal representatives and deceased customers
  - Account does not offer overdrafts or for which overdrafts are fee free.
- 110,000 customers selected to be included in the trial. 93,000 of these customers are randomly assigned to receive the prompt and 17,000 to a control.
- Attention was paid to avoid possible sources of bias and the groups were checked to ensure they were similar in terms of overdraft limits, use, account tenure and demographics.
- Customers in the pilot group were invited to complete the survey if they received a prompt – i.e. they logged-into Internet Banking or opened the email. All customers in the control group were invited to complete the survey.
- Customers in the pilot group were invited to complete the survey if they received a prompt – i.e. they logged-into Internet Banking.
- All customers in the control group were invited to complete the survey.

## Personal Account Engagement Pilot 2

- Customers in the UK who have incurred charges of £1 and above in the past year
- Sample selected at account level with customers allocated to one treatment or control group only
- Included customers who had opted out of marketing communications
- Customers are excluded if
  - Nobody holds a valid email address
  - The account is dormant
  - There is a deceased customer or legal representatives are in use
  - The account belongs to children under the age of 18
  - There is a referral to debt collection
  - They do not offer overdrafts or for which overdrafts are fee free.
  - The account was opened in the past year or the customer is in the process of switching

- After applying these criteria 165,000 customers are selected to be included in account engagement pilot 2 and switching pilot 2.
- 74,000 of these customers were sample to receive account engagement pilot 2 and 74,000 customers to receive switching pilot 2. 17,000 were assigned to be the control group for account engagement pilot 2 and switching pilot 2.
- Assignment of accounts involved random sampling. Attention was paid to avoid possible sources of bias.
- All customers in the pilot and control groups were invited to complete the survey.

### Personal Account Engagement Pilot 3

- See criteria for account engagement pilot 2.
- After applying these criteria 227,000 customers were selected to be included in account engagement pilot 3 and switching pilot 3. 105,000 of these customers were sampled to receive account engagement pilot 3 and 105,000 customers to receive switching pilot 3. 17,000 were assigned to be the control group for account engagement pilot 3 and switching pilot 3.
- Assignment of accounts involved random sampling. Attention was paid to avoid possible sources of bias.
- All customers in the pilot and control groups were invited to complete the survey.

### Personal Account Switching pilot 1

Customers in the UK who have incurred any charges between December 2016 and November 2017

- See Account engagement pilot 1 for further details of pilot sample and selection criteria

### Personal Account Switching pilot 2

- See criteria for account engagement pilot 2.

### Personal Account Switching pilot 3

- See criteria for account engagement pilot 3.

### Personal Overdraft pilot 1

- Customers in the UK who have incurred any arranged or unarranged overdraft charges in the three months prior to the pilot - September to November 2017.

- See Account engagement pilot 1 for further details of pilot sample and selection criteria.

## Personal Overdraft pilot 2

- Customers in the UK who have incurred arranged or unarranged overdraft charges in the 3 months between September 2017 and November 2017.
- See Account engagement pilot 2 for further details of pilot sample and selection criteria.
- After applying these criteria 117,000 customers are selected to be included in overdraft pilot 2.
- 100,000 of these customers were sampled to receive overdraft pilot 2 and 17,000 customers were assigned to be the control group for this pilot.
- Assignment of accounts involved random sampling. Attention was paid to avoid possible sources of bias.
- All customers in the pilot and control groups were invited to complete the survey.

## Personal Overdraft pilot 3

- Customers in the UK who have incurred arranged or unarranged overdraft charges in the 3 months between September 2017 and November 2017.
- See Account engagement pilot 2 for further details of pilot sample and selection criteria.
- After applying these criteria 122,000 customers are selected to be included in overdraft pilot 2.
- 105,000 of these customers were sampled to receive overdraft pilot 3 and 17,000 customers were assigned to be the control group for this pilot.
- All customers in the pilot and control groups were invited to complete the survey.

## Personal Overdraft prompt pilot 4

- Sample selected at account level with customers allocated to one treatment or control group only
- Customers across England, Scotland and Wales
- Customers who have accrued £25 or more in overdraft fees between November 2016 and October 2017
- Included customers who had opted out of marketing communications
- Customers were excluded if:
  - There is no recorded email address
  - Account is dormant
  - Account is not active in Internet Banking – logged in at least once in past three months
  - Accounts with deceased customers or legal representatives in use
  - Accounts that do not offer overdrafts or for which overdrafts are fee free.

- 350,000 customers selected randomly. 150,000 assigned to overdraft pilot 4 and 150,000 assigned to overdraft pilot 5. The remaining 50,000 assigned to a control group.
- Assignment of accounts to pilots involves stratified random sampling to ensure they are matched in terms of overdraft limits, use, account tenure and demographics.
- Customers in the pilot group were invited to complete the survey if they received a prompt – i.e. they logged-into Internet Banking.
- All customers in the control group were invited to complete the survey.

## Personal Overdraft prompt pilot 5

- See criteria of overdraft prompt pilot 4.

## Business account engagement 1

### Pilot criteria

- Sample selected at account level with customers allocated to one treatment or control group only
- The sample includes business customers across the UK who incurred charges between November 2016 and October 2017
- Accounts are excluded if:
  - Nobody holds an email address
  - The account is dormant
  - The account has not been active (customers have not logged into Internet Banking for the last three months)
  - A customer is deceased or in recovery
- 70,000 customers were randomly selected and 35,000 were allocated to pilots account engagement 1 and account engagement 2. 5,000 of these customers were allocated to a control group for these pilots. The remainder were allocated to either pilot 1 or 2.
- Selection and allocation was at random with attention paid to avoiding possible sources of bias. Stratified random sampling was used to ensure groups were evenly matched in terms of account tenure, balance, turnover and charges incurred.

## Business account engagement pilot 2

- See criteria for business account engagement pilot 1

## Business account engagement pilot 3

- Sample selected at account level with customers allocated to one treatment or control group only

- The sample includes business customers across England and Wales who have incurred charges.
- Accounts are excluded if:
  - Nobody holds an email address
  - The account is dormant
  - The account has not been active (customers have not logged into Internet Banking for the last three months)
  - A customer is deceased or in recoveries
- 35,000 customers were randomly selected to be included in the pilot. 30,000 of these were randomly allocated to the treatment group and 5,000 to the control group. Attention was paid to avoiding possible sources of bias.
- Customers in the pilot group were invited to complete the survey if they logged into Internet Banking and were presented with the prompt. All customers in the control group were invited to complete the survey.

## Business switching pilot 1

- Sample selected at account level with customers allocated to one treatment or control group only
- The sample includes business customers across the UK who incurred charges between November 2016 and October 2017
- Customers are excluded if:
  - Nobody holds an email address
  - The account is dormant
  - The account has not been active (customers have not logged into Internet Banking for the last three months)
  - A customer is deceased or is in remediation activity.
- 70,000 customers were randomly selected and 35,000 were allocated to pilots business switching pilot 1 and business switching 2.
- 5,000 of these customers were allocated to a control group for these pilots. The remainder were allocated to either pilot 1 or 2.
- Selection and allocation was at random with attention paid to avoiding possible sources of bias. Stratified random sampling was used to ensure groups were evenly matched in terms of account tenure, balance, turnover and charges incurred.

## Business switching pilot 2

- See criteria for business switching pilot 1.

# APPENDIX B

## Illustrative Examples Prompts

## Personal Current Account Prompts

**Image 1:** Account engagement prompt pilot 1 (Internet banking message and email)

**[Name], have you had to pay any account charges or fees**

**And if so, could you save money by switching to another provider?**

The Financial Conduct Authority wants to tell you that switching your account to another provider could make you better off. We'd obviously be sad to see you go but if you can get more for your money from another provider, please do. Last year, you paid

- £x unarranged overdraft charges**
- £x arranged overdraft charges**
- £x foreign transaction fees**

**Why switching might be worth your while**

You could get

- ✓ Higher interest when you're in credit
- ✓ Lower charges
- ✓ Better customer service
- ✓ Rewards and cashback
- ✓ A bonus for switching

We really hope you'll stay with us, but realise you might want to check if you can get a better deal. You can do this in two simple steps:

1. Search and find the best account for you
2. Contact your new provider who will take care of the rest in less than 7 days.

For more tips on what to look for in a current account, take a look at the **Money Advice Service**. Its advice is completely free and impartial.



**Image 2:** Account engagement prompt pilot 2 (Internet Banking background banner)

**You have paid fees...**

**Could you save money by changing how you use your account?**

**The free impartial Money Advice Service could help you save.**

[Get free help >](#)

Image 3: Account engagement prompt pilot 3 (Internet Banking background banner)

**Could you save on fees?**

<NAME> you paid £x in fees and charges. Could you save money by changing how you use your account? Visit the free, impartial Money Advice Service could help you save.

Get free help

Image 4: Switching prompt pilot 1 (Internet Banking message and email)

**[Name], have you had to pay any account charges or fees**

**And if so, could you save money by switching to another provider?**

The Financial Conduct Authority wants to tell you that switching your account to another provider could make you better off. We'd obviously be sad to see you go but if you can get more for your money from another provider, please do. Last year, you paid

- £x unarranged overdraft charges
- £x arranged overdraft charges
- £x foreign transaction fees

**Why switching might be worth your while**

You could get

- ✓ Higher interest when you're in credit
- ✓ Lower charges
- ✓ Better customer service
- ✓ Rewards and cashback
- ✓ A bonus for switching

We really hope you'll stay with us, but realise you might want to check if you can get a better deal. You can do this in two simple steps:

1. Search and find the best account for you
2. Contact your new provider who will take care of the rest in less than 7 days.

For more tips on what to look for in a current account, take a look at the **Money Advice Service**. Its advice is completely free and impartial.

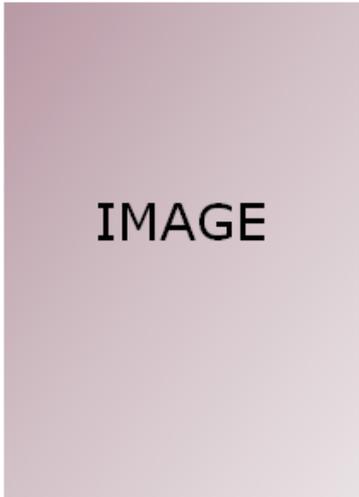


Image 5: switching prompt 2 (Internet banking background banner)

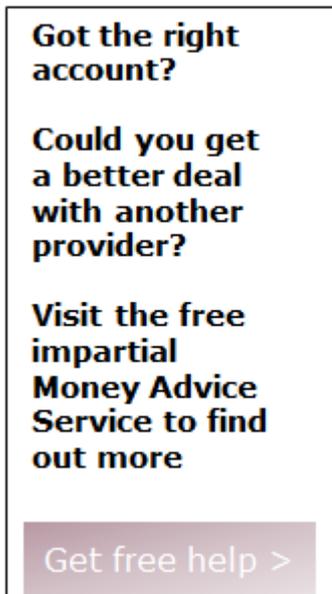


Image 6: switching prompt 3 (Internet banking background banner)

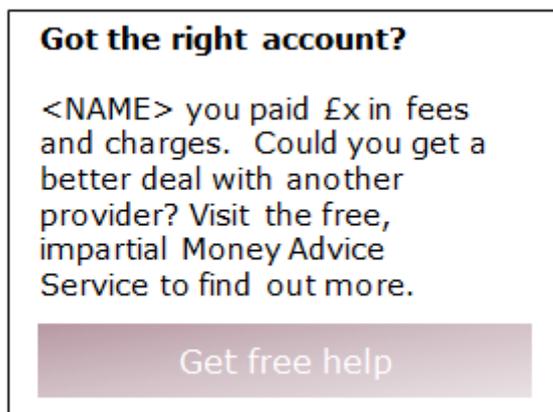


Image 7: overdraft prompt 1 (Internet banking message and email)

**[Name], how much has your overdraft cost you?**

**And would you like to cut those costs?**  
The Financial Conduct Authority wants to tell you that there are ways in which you can reduce your overdraft costs. It's a message we're delighted to pass on.

**Last year you paid**

<b>£x</b> unarranged overdraft charges
<b>£x</b> arranged overdraft charges

**4 ways to avoid using expensive overdrafts**  
You could get

- ✓ Choose **free text alerts**. That way we can tell you when you're getting close to going into the red.
- ✓ Use our **free banking app** to make staying on top of your money easier.
- ✓ Explore whether a different [Firm name] account might better suit your needs
- ✓ If these options aren't right for you, a different provider might be able to give you a better deal. We'd be sad to see you go, but overdraft users like you have the most to gain from switching accounts.

For more tips on what to look for in a current account, take a look at the **Money Advice Service**. Its advice is completely free and impartial.



Image 8: overdraft prompt 2 (Internet banking background banner)



Image 9: overdraft prompt 3 (Internet Banking background banner)

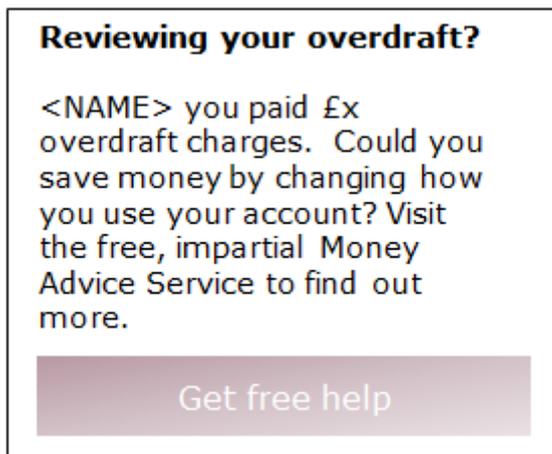


Image 10: overdraft prompt 4 (Internet Banking pop-up)

## **Are you getting the most from your current account?**

From <date> to <date> you paid a total of £xx in overdraft charges on your account ending <>.

£xx in arranged overdraft charges and  
£xx in unarranged overdraft charges

Here are 4 ways to help you make the most of your current account and avoid charges:

1. Monitor your account balance with text alerts or our mobile app
2. Consider a new or increased arranged overdraft, to help manage unarranged charges
3. Look at our range of current accounts and make sure you have the right one for you
4. Consider another provider? We never want our customers to leave but we do want you to have the best deal. Being an overdraft user does not prevent you from switching.

For more tips on managing overdraft charges and what to look for in a current account, visit the free and impartial Money Advice Service.

[Find out more](#)

Image 11: overdraft prompt 5 (Internet Banking pop-up)

**Are you getting the most from your current account?**

From <date> to <date> you paid a total of £xx in overdraft charges on your account ending <>.

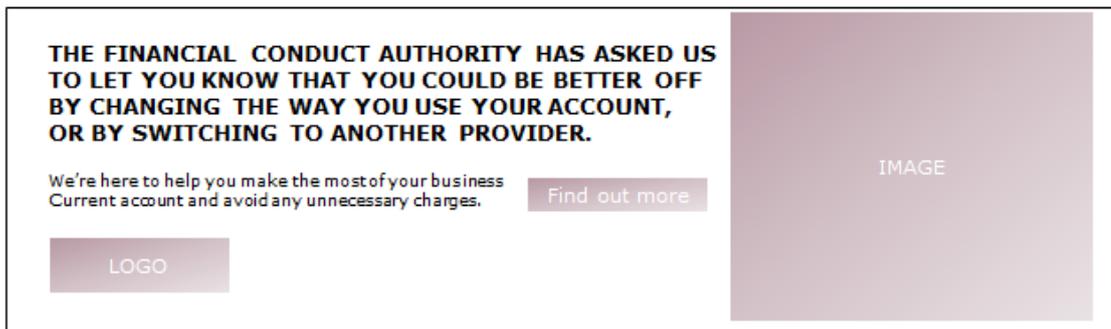
£xx in arranged overdraft charges and  
£xx in unarranged overdraft charges

There are lots of ways we can help you make the most of your current account and manage charges. You can get tips on managing overdraft charges from the free and impartial Money Advice Service.

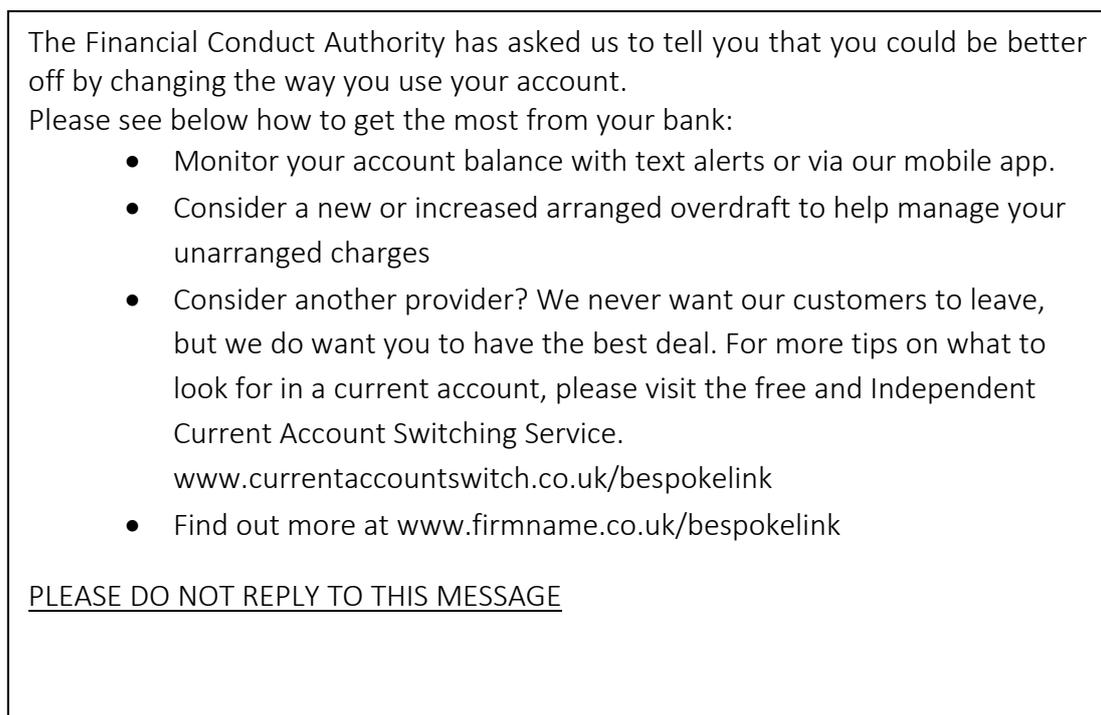
[Visit Money Advice Service](#)

## Business Current Account Prompts

**Image 12: BCA prompt 1 (Internet banking background banner)**



**Image 13: BCA account management prompt 1 (Secure email) and 2 (statement prompt)**



### Image 14: BCA account management prompt 3 (Internet Banking pop-up)

Are you getting the most from your business current account?

From [date] to [date] you paid **£xx** in unarranged overdraft charges on your account ending XXX.

This may not reflect refunds we have made during this time.

Here are 3 ways to help you make the most of your business current account and avoid charges:

1. Monitor your account balance with text alerts or our mobile app.
2. Consider a new or increased arranged overdraft to help manage your unarranged charges. Security may be required. Product fees may apply.
3. Consider another provider? We never want our customers to leave but we do want you to have the best deal. For more tips on what to look for in a current account, visit the free and impartial Current Account Switching Service.

Find out more

**Image 15 - BCA switching prompt 1 (Secure email) and 2 (statement prompt)**

The Financial Conduct Authority has asked us to tell you that you could be better off by changing the way you use your account.

Please see below how to get the most from your bank:

- Monitor your account balance with text alerts or via our mobile app.
- Consider a new or increased arranged overdraft to help manage your unarranged charges
- Consider another provider? We never want our customers to leave, but we do want you to have the best deal. For more tips on what to look for in a current account, please visit the free and Independent Current Account Switching Service.  
[www.currentaccountswitch.co.uk/bespokelink](http://www.currentaccountswitch.co.uk/bespokelink)
- Find out more at [www.firmname.co.uk/bespokelink](http://www.firmname.co.uk/bespokelink)

PLEASE DO NOT REPLY TO THIS MESSAGE

# APPENDIX C

PCA survey

Intro	Thank you for assisting with this important survey. Please provide an answer for all questions and click “Next” to continue. The survey should take no more than 5 minutes to complete.
1	<p>Which of the following age brackets applies to you?</p> <ul style="list-style-type: none"> <li>• Under 25</li> <li>• 26 -35</li> <li>• 36 – 50</li> <li>• 51 – 60</li> <li>• 61 plus</li> <li>• Prefer not to say</li> </ul> <p>Single-code</p> <p><u>Note: can be auto-filled with customer information</u></p>
1a	<p>Are you ?</p> <ul style="list-style-type: none"> <li>• Male</li> <li>• Female</li> <li>• Other</li> <li>• Prefer not to say</li> </ul> <p>Single-code</p> <p><u>Note: can be auto-filled with customer information</u></p>
2	<p>During the last three months do you recall doing any of the following ...?</p> <ul style="list-style-type: none"> <li>• Receiving text alerts to warn you about going overdrawn or a low balance</li> <li>• Using mobile banking to check your account balance</li> <li>• Looking at another bank or bank account to compare overdraft charges</li> <li>• Using a comparison website to compare bank accounts</li> <li>• None of these</li> <li>• Don’t know</li> </ul> <p>Multi-code</p> <p><i>Note: randomise order of codes 1-4</i></p>
3	<p>During the last three months do you remember receiving any of the following messages from your bank ...?</p> <ul style="list-style-type: none"> <li>• Messages about how to get the most out of your account</li> <li>• Messages about how to switch banks</li> <li>• Neither of these</li> <li>• Don’t know</li> </ul>

	<p>Multi-code  <i>Note: randomise order of codes 1-2</i></p>
4	<p>In the last three months, have you seriously considered any of the following ...?</p> <ul style="list-style-type: none"> <li>• Changing the bank that you use for your general day to day banking</li> <li>• Opening a new bank account</li> <li>• Neither of these</li> <li>• Don't know</li> </ul> <p>Multi-code  <i>Note: randomise order of codes 1-2</i></p>
5	<p>Banks often provide messages on their websites or the loading pages of their banking apps. Which of the following statements best describe what you mostly do with these ...?</p> <ul style="list-style-type: none"> <li>• I ignore them and just click them away.</li> <li>• I read the headline or title and only go to the message if I think it is interesting or important.</li> <li>• I almost always read the message fully.</li> <li>• I am not aware of any messages like that.</li> <li>• Don't know</li> </ul>
6	<p>Please tell me the extent to which you agree or disagree with each of the following se statements. You can agree strongly, tend to agree, neither agree nor disagree, tend to disagree, disagree strongly</p> <ul style="list-style-type: none"> <li>• I regularly check my bank statements for any unusual transactions</li> <li>• I use mobile banking to monitor my account balance and transactions</li> <li>• Each month I use an arranged overdraft.</li> <li>• Each month I end up going into an unarranged overdraft</li> <li>• My bank account is always overdrawn</li> <li>• I usually check my account balance each week</li> <li>• I very rarely check my bank balance or statements</li> <li>• I make use of bank alerts and messages to warn me of when I have a low balance or am going overdrawn</li> <li>• I am aware that bank accounts are different and can have different charges for things like overdrafts</li> <li>• I look at the bank account options available to me at least once a year</li> <li>• I know that I can switch bank account</li> <li>• I know what my bank charges are, e.g. for overdraft charges or foreign transactions</li> <li>• My bank tells me about the charges I have incurred.</li> </ul>

	<p>Show options for each:</p> <p>Agree strongly Tend to agree Neither                      agree                      nor                      disagree Tend to disagree Disagree strongly Don't know</p> <p>Single-code <i>Note: randomise order of statements</i></p>
Close	<p>Thank you. We appreciate you taking the time to share your thoughts with us today. Your feedback will help us to make your experience even better in the future.</p>

# APPENDIX D

BCA SURVEY

Intro	<p>Thank you for assisting with this important survey about your business account.</p> <p>Please provide an answer for all questions and click “Next” to continue. The survey should take no more than 5 minutes to complete.</p>
	<p><u>To be auto-filled with customer information – not asked</u></p> <p>Length of time the account has been held by the customer</p>
	<p><u>To be auto-filled with customer information – not asked</u></p> <p>Average credit turnover of the account</p>
	<p><u>To be auto-filled with customer information – not asked</u></p> <p>Arranged Overdraft limit</p>
	<p><u>To be auto-filled - not asked</u></p> <p>Did the customer log into Internet Banking when the banner message was displayed.</p>
1	<p>During the last three months do you recall doing any of the following ...?</p> <ol style="list-style-type: none"> <li>1. Receiving text alerts from your bank to alert you about going overdrawn or a low balance on your business account</li> <li>2. Using mobile banking to check your business account balance</li> <li>3. Considering a new or increased arranged overdraft to manage unarranged charges.</li> <li>4. Looking at another bank or business account to compare overdraft charges</li> <li>5. Using a comparison website to compare business bank accounts</li> <li>6. None of these</li> <li>7. Don't know</li> </ol> <p>Multi-code <i>Note: randomise order of codes 1-4</i></p>
2	<p>During the last three months do you remember receiving any of the following messages from your bank ...?</p> <ul style="list-style-type: none"> <li>• Messages about how changing how you use your account can help you can get the most from your business account</li> <li>• Messages about how to switch banks</li> <li>• Neither of these</li> <li>• Don't know</li> </ul> <p>Multi-code</p>

	<i>Note: randomise order of codes 1-2</i>
3	<p>In the last three months, have you seriously considered any of the following ...?</p> <ul style="list-style-type: none"> <li>• Changing the bank that you use for your business banking</li> <li>• Opening a different business bank account with the same bank</li> <li>• Neither of these</li> <li>• Don't know</li> </ul> <p>Multi-code <i>Note: randomise order of codes 1-2</i></p>
4	<p>Which of these best describes how you respond to any messages / pop-ups that appear when you are using online banking or mobile apps?</p> <ul style="list-style-type: none"> <li>• I ignore them and just click them away.</li> <li>• I read the headline or title and only go to the message if I think it is relevant to my business</li> <li>• I almost always read the message fully.</li> <li>• I am not aware of any messages like that.</li> <li>• Don't know</li> </ul>
5	<p>Please tell me the extent to which you agree or disagree with each of the following statements. You can agree strongly, tend to agree, neither agree nor disagree, tend to disagree, disagree strongly</p> <ul style="list-style-type: none"> <li>A. I regularly check my account balance and transactions</li> <li>B. I use a mobile banking app to monitor my business account balance and transactions</li> <li>C. Each month I use an arranged overdraft.</li> <li>D. Each month I end up going into an unarranged overdraft</li> <li>E. My business bank account is always overdrawn</li> <li>F. I usually check my business account balance each week</li> <li>G. I make use of bank alerts and messages to warn me of when I have a low balance or am going overdrawn on my business account</li> <li>H. I am aware that business bank accounts are different and can have different charges for things like overdrafts</li> <li>I. I am aware that different business bank accounts offer different facilities such as accounting software and relationship managers</li> <li>J. I look at the business bank account options available to me from a range of providers at least once a year</li> <li>K. I know that I can switch business bank account</li> <li>L. I know that there is a current account switch service for business bank accounts</li> <li>M. I know what my business bank charges are, e.g. for overdraft charges or foreign transactions</li> <li>N. My bank tells me about the charges I have incurred on my account.</li> </ul>

	<p>Show options for each:</p> <ul style="list-style-type: none"><li>Agree strongly</li><li>Tend to agree</li><li>Neither agree nor disagree</li><li>Tend to disagree</li><li>Disagree strongly</li><li>Don't know</li></ul> <p>Single-code</p> <p><i>Note: randomise order of statements</i></p>
Close	<p>Thank you. We appreciate you taking the time to share your thoughts with us today. Your feedback will help us to make your experience even better in the future.</p>

# APPENDIX E

PCA Pilot Tables

## Account Engagement Prompt Pilot 1

Significant differences are shown in red font and superscript, comparing Treatment (NET) vs Control (NET), C vs E group, D vs E group and F vs G group.

**Table 1: Behaviour**

During the last three months do you recall doing any of the following ...?	Treatment (NET)	Control (NET)	Customers logged into Internet Banking	Customers who saw email and Internet Banking	Control group, also logged into Internet Banking	Customers viewed email prompt only	Control group, not logged into Internet Banking
	A	B	C	D	E	F	G
base	1,506	303	229	726	190	551	113
Receiving text alerts to warn you about going overdrawn or a low balance	<b>20%<sup>B</sup></b>	15%	22%	20%	16%	19%	15%
Using mobile banking to check your account balance	61%	63%	57%	51%	55%	77%	75%
Looking at another bank or bank account to compare overdraft charges	8%	3%	7%	9%	3%	7%	2%
Using a comparison website to compare bank accounts	12%	12%	10%	13%	15%	12%	9%
None of these	29%	30%	33%	37%	36%	17%	21%
Don't know	-	1%	-	-	-	1%	3%

**Table 2: Message Recall**

During the last three months do you remember receiving any of the following messages from your bank ...?	Treatment (NET)	Control (NET)	Customers logged into Internet Banking	Customers who saw email and Internet Banking	Control group, also logged into Internet Banking	Customers viewed email prompt only	Control group, not logged into Internet Banking
	A	B	C	D	E	F	G
base	1,506	303	229	726	190	551	113
Messages about how to get the most out of your account	<b>53%<sup>B</sup></b>	36%	<b>56%<sup>E</sup></b>	<b>57%<sup>E</sup></b>	39%	<b>48%<sup>G</sup></b>	31%
Messages about how to switch banks	8%	5%	5%	10%	5%	6%	5%
Neither of these	36%	51%	<b>35%<sup>E</sup></b>	<b>31%<sup>E</sup></b>	54%	44%	47%
Don't know	9%	13%	9%	11%	7%	8%	22%

**Table 3: Views on Messages**

Banks often provide messages on their websites or the loading pages of their banking apps. Which of the following statements best describe what you mostly do with these ...?	Treatment (NET)	Control (NET)	Customers logged into Internet Banking	Customers who saw email and Internet Banking	Control group, also logged into Internet Banking	Customers viewed email prompt only	Control group, not logged into Internet Banking
	A	B	C	D	E	F	G
base	1,506	303	229	726	190	551	113
I ignore them and just click them away	15%	17%	20%	15%	19%	13%	14%
I read the headline or title and only go to the message if I think it is interesting or important	63%	63%	62%	64%	68%	62%	55%
I almost always read the message fully	<b>17%<sup>B</sup></b>	12%	15%	18%	11%	17%	14%
I am not aware of any messages like that	2%	3%	1%	2%	2%	5%	11%
Don't know	1%	2%	2%	1%	1%	2%	5%

**Table 4: Account use and awareness**

Please tell us the extent to which you agree or disagree with each of the following statements.	Treatment (NET)	Control (NET)	Customers logged into Internet Banking	Customers who saw email and Internet Banking	Control group, also logged into Internet Banking	Customers viewed email prompt only	Control group, not logged into Internet Banking
Table shows % agree (tend to/strongly)							

	A	B	C	D	E	F	G
base	1,506	303	229	726	190	551	113
I regularly check my bank statements for any unusual transactions	81%	83%	86%	83%	85%	76%	80%
I use mobile banking to monitor my account balance and transactions	63%	68%	58%	53%	60%	79%	82%
Each month I use an arranged overdraft.	<b>22%<sup>B</sup></b>	15%	22%	22%	18%	23%	9%
Each month I end up going into an unarranged overdraft	7%	5%	4%	7%	7%	8%	2%
My bank account is always overdrawn	<b>12%<sup>B</sup></b>	7%	5%	15%	9%	12%	5%
I usually check my account balance each week	74%	78%	79%	73%	<b>83%<sup>D</sup></b>	73%	72%
I very rarely check my bank balance or statements	10%	7%	8%	8%	5%	12%	12%
I make use of bank alerts and messages to warn me of when I have a low balance or am going overdrawn	38%	38%	35%	36%	37%	42%	39%
I am aware that bank accounts are different and can have different charges for things like overdrafts	<b>90%<sup>B</sup></b>	85%	92%	90%	87%	87%	82%
I look at the bank account options available to me at least once a year	39%	40%	43%	39%	40%	36%	40%
I know that I can switch bank account	89%	91%	93%	88%	92%	89%	89%
I know what my bank charges are, e.g. for overdraft charges or foreign transactions	56%	55%	56%	57%	58%	54%	51%
My bank tells me about the charges I have incurred	<b>76%<sup>B</sup></b>	58%	<b>79%<sup>E</sup></b>	<b>78%<sup>E</sup></b>	61%	<b>71%<sup>G</sup></b>	53%

**Table 5: Consideration of Action**

In the last three months, have you seriously considered any of the following ...?	Treatment (NET)	Control (NET)	Customers logged into Internet Banking	Customers who saw email and Internet Banking	Control group, also logged into Internet Banking	Customers viewed email prompt only	Control group, not logged into Internet Banking
	A	B	C	D	E	F	G
base	1,506	303	229	726	190	551	113
Changing the bank that you use for your general day to day banking	17%	19%	13%	18%	20%	18%	18%

Opening a new bank account	17%	26% <sup>A</sup>	21%	16%	30%	17%	20%
Neither of these	69%	66%	80%	68%	62%	70%	72%
Don't know	2%	-	-	2	-	2%	0

## Account Engagement Prompt Pilot 2

Significant differences are shown in red font comparing Treatment and Control group.

**Table 6: Behaviour**

During the last three months do you recall doing any of the following ...?	Treatment	Control
base	1,922	495
Receiving text alerts to warn you about going overdrawn or a low balance	24%	25%
Using mobile banking to check your account balance	74%	73%
Looking at another bank or bank account to compare overdraft charges	3%	4%
Using a comparison website to compare bank accounts	10%	9%
None of these	21%	23%
Don't know	-	-

**Table 7: Message Recall**

During the last three months do you remember receiving any of the following messages from your bank ...?	Treatment	Control
base	1,922	495
Messages about how to get the most out of your account	36%	36%
Messages about how to switch banks	3%	3%
Neither of these	52%	53%
Don't know	11%	10%

**Table 8: Views on Messages**

Banks often provide messages on their websites or the loading pages of their banking apps. Which of the following statements best describe what you mostly do with these ...?	Treatment	Control
base	1,922	495
I ignore them and just click them away	18%	14%
I read the headline or title and only go to the message if I think it is interesting or important	70%	72%
I almost always read the message fully	8%	11%
I am not aware of any messages like that	4%	3%
Don't know	0%	0%

**Table 9: Account use and awareness**

Please tell us the extent to which you agree or disagree with each of the following statements.	Treatment	Control
Table shows % agree (tend to/strongly)		
base	1,922	495
I regularly check my bank statements for any unusual transactions	89%	92%
I use mobile banking to monitor my account balance and transactions	74%	75%
Each month I use an arranged overdraft.	17%	16%
Each month I end up going into an unarranged overdraft	3%	3%
My bank account is always overdrawn	5%	5%
I usually check my account balance each week	85%	86%
I very rarely check my bank balance or statements	4%	3%

I make use of bank alerts and messages to warn me of when I have a low balance or am going overdrawn	50%	48%
I am aware that bank accounts are different and can have different charges for things like overdrafts	95%	96%
I look at the bank account options available to me at least once a year	31%	33%
I know that I can switch bank account	96%	<b>98%</b>
I know what my bank charges are, e.g. for overdraft charges or foreign transactions	64%	65%
My bank tells me about the charges I have incurred	84%	82%

**Table 10: Consideration of Action**

In the last three months, have you seriously considered any of the following ...?	Treatment	Control
base	1,922	495
Changing the bank that you use for your general day to day banking	10%	9%
Opening a new bank account	15%	14%
Neither of these	80%	80%
Don't know	0%	-

## Account Engagement Prompt Pilot 3

Significant differences are shown in red font comparing Treatment and Control group.

**Table 11: Behaviour**

During the last three months do you recall doing any of the following ...?	Treatment	Control
Base	860	185
Receiving text alerts to warn you about going overdrawn or a low balance	10%	9%
Using mobile banking to check your account balance	70%	76%
Looking at another bank or bank account to compare overdraft charges	6%	4%
Using a comparison website to compare bank accounts	13%	12%
None of these	24%	17%
Don't know	0%	-

**Table 12: Message Recall**

During the last three months do you remember receiving any of the following messages from your bank ...?	Treatment	Control
Base	860	185
Messages about how to get the most out of your account	37%	40%
Messages about how to switch banks	3%	6%
Neither of these	47%	44%
Don't know	15%	13%

**Table 13: Views on Messages**

Banks often provide messages on their websites or the loading pages of their banking apps. Which of the following statements best describe what you mostly do with these ...?	Treatment	Control
base	860	185
I ignore them and just click them away	17%	18%
I read the headline or title and only go to the message if I think it is interesting or important	57%	56%
I almost always read the message fully	17%	13%
I am not aware of any messages like that	8%	12%
Don't know	2%	0%

**Table 14: Account use and awareness**

Please tell us the extent to which you agree or disagree with each of the following statements.	Treatment	Control
Table shows % agree (tend to/strongly)		
base	860	185
I regularly check my bank statements for any unusual transactions	87%	84%
I use mobile banking to monitor my account balance and transactions	68%	<b>77%</b>
Each month I use an arranged overdraft.	8%	9%
Each month I end up going into an unarranged overdraft	4%	8%
My bank account is always overdrawn	7%	6%
I usually check my account balance each week	78%	77%
I very rarely check my bank balance or statements	10%	<b>18%</b>

I make use of bank alerts and messages to warn me of when I have a low balance or am going overdrawn	36%	29%
I am aware that bank accounts are different and can have different charges for things like overdrafts	85%	80%
I look at the bank account options available to me at least once a year	38%	36%
I know that I can switch bank account	81%	80%
I know what my bank charges are, e.g. for overdraft charges or foreign transactions	57%	49%
My bank tells me about the charges I have incurred	72%	67%

**Table 15: Consideration of Action**

In the last three months, have you seriously considered any of the following ...?	Treatment	Control
base	860	185
Changing the bank that you use for your general day to day banking	18%	15%
Opening a new bank account	<b>18%</b>	11%
Neither of these	69%	<b>78%</b>
Don't know	3%	1%

## Switching Prompt Pilot 1

Significant differences are shown in red font and superscript, comparing Treatment (NET) vs Control (NET), C vs E group, D vs E group and F vs G group.

**Table 16: Behaviour**

During the last three months do you recall doing any of the following ...?	Treatment (NET) A	Control (NET) B	Treatment – only saw prompt C	Treatment - opened email and saw prompt D	Control - logged into Internet Banking E	Treatment - opened email only F	Control - not logged into Internet Banking G
base	2,651	514	578	1347	359	726	155
Receiving text alerts to warn you about going overdrawn or a low balance	18%	15%	12%	19% <sup>E</sup>	13%	20%	18%
Using mobile banking to check your account balance	64%	63%	51%	61%	55%	80%	82%
Looking at another bank or bank account to compare overdraft charges	6%	6%	5%	6%	6%	8%	6%
Using a comparison website to compare bank accounts	13%	16%	12%	14%	16%	12%	15%
None of these	29%	28%	39%	32%	35%	16%	13%
Don't know	0%	1%	1%	-	-	-	2%

**Table 17: Message Recall**

During the last three months do you remember receiving any of the following messages from your bank ...?	Treatment (NET) A	Control (NET) B	Treatment – only saw prompt C	Treatment - opened email and saw prompt D	Control - logged into Internet Banking E	Treatment - opened email only F	Control - not logged into Internet Banking G
base	2,651	514	578	1346	359	726	155

Messages about how to get the most out of your account	49% <sup>B</sup>	35%	48% <sup>E</sup>	53% <sup>E</sup>	38%	42% <sup>G</sup>	30%
Messages about how to switch banks	41% <sup>B</sup>	2%	29% <sup>E</sup>	49% <sup>E</sup>	2%	36%	2%
Neither of these	27%	53% <sup>A</sup>	32%	23%	53% <sup>CD</sup>	31%	53% <sup>F</sup>
Don't know	9%	11%	10%	7%	8%	12%	16%

**Table 18: Views on Messages**

Banks often provide messages on their websites or the loading pages of their banking apps. Which of the following statements best describe what you mostly do with these ...?	Treatment (NET)	Control (NET)	Treatment – only saw prompt	Treatment - opened email and saw prompt	Control - logged into Internet Banking	Treatment - opened email only	Control - not logged into Internet Banking
	A	B	C	D	E	F	G
base	2,651	514	578	1347	359	726	155
I ignore them and just click them away	12%	18% <sup>A</sup>	9%	11%	16% <sup>CD</sup>	16%	23%
I read the headline or title and only go to the message if I think it is interesting or important	66%	66%	70%	66%	70%	62%	57%
I almost always read the message fully	18% <sup>B</sup>	10%	16% <sup>E</sup>	20% <sup>E</sup>	9%	17%	12%
I am not aware of any messages like that	3%	4%	2%	2%	4%	4%	4%
Don't know	1%	2%	3%	0	1%	1%	5%

**Table % : Account use and awareness**

Please tell us the extent to which you agree or disagree with each of the following se statements. Table shows % agree (tend to/strongly)	Treatment (NET)	Control (NET)	Treatment – only saw prompt	Treatment - opened email and saw prompt	Control - logged into Internet Banking	Treatment - opened email only	Control - not logged into Internet Banking
	A	B	C	D	E	F	G
base	2,650	514	578	1346	359	726	155
I regularly check my bank statements for any unusual transactions	87% <sup>B</sup>	83%	88%	89%	87%	84% <sup>G</sup>	72%

I use mobile banking to monitor my account balance and transactions	64%	60%	51%	61% <sup>E</sup>	51%	79%	82%
Each month I use an arranged overdraft.	19%	20%	20%	15%	16%	25%	29%
Each month I end up going into an unarranged overdraft	6%	4%	6%	5%	4%	7%	4%
My bank account is always overdrawn	9%	10%	11%	8%	10%	11%	12%
I usually check my account balance each week	79%	78%	74%	82%	80% <sup>C</sup>	78%	74%
I very rarely check my bank balance or statements	7%	8%	6%	8%	7%	8%	11%
I make use of bank alerts and messages to warn me of when I have a low balance or am going overdrawn	34%	35%	33%	33%	36%	37%	33%
I am aware that bank accounts are different and can have different charges for things like overdrafts	93% <sup>B</sup>	89%	94%	94%	91%	90%	87%
I look at the bank account options available to me at least once a year	45%	41%	42%	48%	44%	41%	34%
I know that I can switch bank account	95% <sup>B</sup>	91%	97% <sup>E</sup>	95% <sup>E</sup>	91%	94%	91%
I know what my bank charges are, e.g. for overdraft charges or foreign transactions	59%	58%	56%	60%	61%	58%	50%
My bank tells me about the charges I have incurred	72%	58%	70% <sup>E</sup>	72% <sup>E</sup>	56%	73% <sup>G</sup>	63%

**Table 19: Consideration of Action**

In the last three months, have you seriously considered any of the following ...?	Treatment (NET)	Control (NET)	Treatment – only saw prompt	Treatment - opened email and saw prompt	Control - logged into Internet Banking	Treatment - opened email only	Control - not logged into Internet Banking
	A	B	C	D	E	F	G
base	2,650	514	578	1346	359	726	155
Changing the bank that you use for your general day to day banking	14%	17%	10% <sup>E</sup>	13% <sup>E</sup>	18%	17%	14%
Opening a new bank account	16%	18%	17%	16%	17%	14%	21%
Neither of these	74%	71%	76%	74%	71%	74%	72%
Don't know	2%	0%	1%	2%	-	1%	1%

## Switching Prompt Pilot 2

Significant differences are shown in red font comparing Treatment and Control group.

**Table 20: Behaviour**

During the last three months do you recall doing any of the following ...?	Treatment	Control
Base	1,729	495
Receiving text alerts to warn you about going overdrawn or a low balance	22%	25%
Using mobile banking to check your account balance	72%	73%
Looking at another bank or bank account to compare overdraft charges	2%	<b>4%</b>
Using a comparison website to compare bank accounts	9%	9%
None of these	23%	23%
Don't know	0%	-

**Table 21: Message Recall**

During the last three months do you remember receiving any of the following messages from your bank ...?	Treatment	Control
Base	1,729	495
Messages about how to get the most out of your account	31%	<b>36%</b>
Messages about how to switch banks	2%	3%
Neither of these	57%	53%
Don't know	12%	10%

**Table 22: Views on Messages**

Banks often provide messages on their websites or the loading pages of their banking apps. Which of the following statements best describe what you mostly do with these ...?	Treatment	Control
Base	1,729	495
I ignore them and just click them away	17%	14%
I read the headline or title and only go to the message if I think it is interesting or important	70%	72%
I almost always read the message fully	9%	11%
I am not aware of any messages like that	4%	3%
Don't know	0%	0%

**Table 23: Account use and awareness**

Please tell us the extent to which you agree or disagree with each of the following se statements.	Treatment	Control
Table shows % agree (tend to/strongly)		
Base	1,729	495
I regularly check my bank statements for any unusual transactions	87%	<b>92%</b>
I use mobile banking to monitor my account balance and transactions	74%	75%
Each month I use an arranged overdraft.	17%	16%
Each month I end up going into an unarranged overdraft	4%	3%
My bank account is always overdrawn	5%	5%
I usually check my account balance each week	84%	86%
I very rarely check my bank balance or statements	4%	3%

I make use of bank alerts and messages to warn me of when I have a low balance or am going overdrawn	47%	48%
I am aware that bank accounts are different and can have different charges for things like overdrafts	96%	96%
I look at the bank account options available to me at least once a year	30%	33%
I know that I can switch bank account	97%	98%
I know what my bank charges are, e.g. for overdraft charges or foreign transactions	62%	65%
My bank tells me about the charges I have incurred	80%	82%

**Table 24: Consideration of Action**

In the last three months, have you seriously considered any of the following ...?	Treatment	Control
Base	1,729	495
Changing the bank that you use for your general day to day banking	9%	9%
Opening a new bank account	13%	14%
Neither of these	82%	80%
Don't know	0%	-

## Switching Prompt Pilot 3

Significant differences are shown in red font comparing Treatment and Control group.

**Table 25: Behaviour**

During the last three months do you recall doing any of the following ...?	Treatment	Control
Base	1,107	185
Receiving text alerts to warn you about going overdrawn or a low balance	12%	9%
Using mobile banking to check your account balance	67%	<b>76%</b>
Looking at another bank or bank account to compare overdraft charges	4%	4%
Using a comparison website to compare bank accounts	11%	12%
None of these	<b>26%</b>	17%
Don't know	2%	-

**Table 26: Message Recall**

During the last three months do you remember receiving any of the following messages from your bank ...?	Treatment	Control
base	1,107	185
Messages about how to get the most out of your account	32%	<b>40%</b>
Messages about how to switch banks	3%	6%
Neither of these	<b>60%</b>	44%
Don't know	13%	13%

**Table 27: Views on Messages**

Banks often provide messages on their websites or the loading pages of their banking apps. Which of the following statements best describe what you mostly do with these ...?	Treatment	Control
base	1,107	185
I ignore them and just click them away	18%	18%
I read the headline or title and only go to the message if I think it is interesting or important	60%	56%
I almost always read the message fully	11%	13%
I am not aware of any messages like that	8%	12%
Don't know	3%	0%

**Table 28: Account use and awareness**

Please tell us the extent to which you agree or disagree with each of the following statements.	Treatment	Control
Table shows % agree (tend to/strongly)		
base	1,107	185
I regularly check my bank statements for any unusual transactions	85%	84%
I use mobile banking to monitor my account balance and transactions	71%	77%
Each month I use an arranged overdraft.	11%	9%
Each month I end up going into an unarranged overdraft	3%	8%
My bank account is always overdrawn	5%	6%
I usually check my account balance each week	81%	77%
I very rarely check my bank balance or statements	8%	18%

I make use of bank alerts and messages to warn me of when I have a low balance or am going overdrawn	31%	29%
I am aware that bank accounts are different and can have different charges for things like overdrafts	87%	80%
I look at the bank account options available to me at least once a year	35%	36%
I know that I can switch bank account	85%	80%
I know what my bank charges are, e.g. for overdraft charges or foreign transactions	<b>59%</b>	49%
My bank tells me about the charges I have incurred	67%	68%

**Table 29: Consideration of Action**

In the last three months, have you seriously considered any of the following ...?	Treatment	Control
base	1,107	185
Changing the bank that you use for your general day to day banking	18%	15%
Opening a new bank account	<b>18%</b>	11%
Neither of these	68%	<b>78%</b>
Don't know	1%	1%

## Overdraft Prompt Pilot 1

Table 30: Behaviour

During the last three months do you recall doing any of the following ...?	Treatment (NET) A	Control (NET) B	Treatment – only saw prompt C	Treatment - opened email and saw prompt D	Control - logged into Internet Banking E	Treatment - opened email only F	Control - not logged into Internet Banking G
Base	1,645	322	334	789	212	522	110
Receiving text alerts to warn you about going overdrawn or a low balance	<b>24%<sup>B</sup></b>	18%	<b>23%<sup>C</sup></b>	<b>21%<sup>C</sup></b>	15%	28%	24%
Using mobile banking to check your account balance	70%	69%	56%	68%	68%	80%	82%
Looking at another bank or bank account to compare overdraft charges	13%	6%	8%	15%	6%	12%	8%
Using a comparison website to compare bank accounts	11%	12%	11%	11%	17%	<b>11%<sup>G</sup></b>	3%
None of these	22%	22%	33%	24%	27%	13%	12%
Don't know	1%	3%	2%	0%	4%	0%	-

Table 31: Message Recall

During the last three months do you remember receiving any of the following messages from your bank ...?	Treatment (NET) A	Control (NET) B	Treatment – only saw prompt C	Treatment - opened email and saw prompt D	Control - logged into Internet Banking E	Treatment - opened email only F	Control - not logged into Internet Banking G
Base	1,645	322	334	789	212	522	110
Messages about how to get the most out of your account	<b>48%<sup>B</sup></b>	35%	<b>52%<sup>E</sup></b>	<b>49%<sup>E</sup></b>	33%	43%	39%
Messages about how to switch banks	<b>10%<sup>B</sup></b>	1%	<b>6%<sup>E</sup></b>	<b>11%<sup>E</sup></b>	1%	<b>11%<sup>G</sup></b>	2%

Neither of these	39% <sup>B</sup>	48%	37% <sup>E</sup>	39% <sup>E</sup>	50%	41%	44%
Don't know	11%	17%	10%	10%	16%	13%	17%

**Table 32: Views on Messages**

Banks often provide messages on their websites or the loading pages of their banking apps. Which of the following statements best describe what you mostly do with these ...?	Treatment (NET)	Control (NET)	Treatment – only saw prompt	Treatment - opened email and saw prompt	Control - logged into Internet Banking	Treatment - opened email only	Control - not logged into Internet Banking
	A	B	C	D	E	F	G
Base	1,645	322	334	789	212	522	110
I ignore them and just click them away	14%	18%	10% <sup>E</sup>	14% <sup>E</sup>	20%	17%	14%
I read the headline or title and only go to the message if I think it is interesting or important	60%	63%	66%	59%	63%	59%	63%
I almost always read the message fully	19%	15%	17%	22%	13%	16%	18%
I am not aware of any messages like that	4%	3%	3%	3%	3%	4%	4%
Don't know	2%	1%	2%	2%	1%	3%	2%

**Table 33: Account use and awareness**

	Treatment (NET)	Control (NET)	Treatment – only saw prompt	Treatment - opened email and saw prompt	Control - logged into Internet Banking	Treatment - opened email only	Control - not logged into Internet Banking
	A	B	C	D	E	F	G
Base	1,645	322	334	789	212	522	110
I regularly check my bank statements for any unusual transactions	82%	81%	81%	85% <sup>E</sup>	79%	77% <sup>G</sup>	86%
I use mobile banking to monitor my account balance and transactions	73%	74%	63%	71%	69%	82%	85%
Each month I use an arranged overdraft.	58%	55%	53%	59% <sup>E</sup>	51%	59%	64%

Each month I end up going into an unarranged overdraft	19%	16%	15%	20%	15%	22%	17%
My bank account is always overdrawn	33%	30%	30%	34%	33%	33%	26%
I usually check my account balance each week	80%	80%	84%	82%	80%	76%	80%
I very rarely check my bank balance or statements	9%	10%	9%	8%	9%	12%	14%
I make use of bank alerts and messages to warn me of when I have a low balance or am going overdrawn	42%	47%	39%	39%	45%	47%	52%
I am aware that bank accounts are different and can have different charges for things like overdrafts	<b>88%<sup>B</sup></b>	96%	88%	<b>88%<sup>E</sup></b>	96%	<b>87%<sup>G</sup></b>	95%
I look at the bank account options available to me at least once a year	40%	36%	41%	40%	41%	<b>38%<sup>G</sup></b>	26%
I know that I can switch bank account	88%	91%	89%	89%	91%	86%	92%
I know what my bank charges are, e.g. for overdraft charges or foreign transactions	66%	67%	63%	67%	67%	66%	68%
My bank tells me about the charges I have incurred	80%	79%	75%	84%	80%	76%	76%

**Table 34: Consideration of Action**

In the last three months, have you seriously considered any of the following ...?	Treatment (NET)	Control (NET)	Treatment – only saw prompt	Treatment - opened email and saw prompt	Control - logged into Internet Banking	Treatment - opened email only	Control - not logged into Internet Banking
	A	B	C	D	E	F	G
Base	1,645	322	334	789	212	522	110
Changing the bank that you use for your general day to day banking	<b>21%</b>	16%	19%	22%	17%	20%	13%
Opening a new bank account	17%	19%	15%	18%	20%	17%	17%

Neither of these	70%	70%	71%	71%	69%	68%	72%
Don't know	1%	4%	2%	0%	5%	1%	4%

## Overdraft Prompt Pilot 2

Significant differences are shown in red font comparing Treatment and Control group.

**Table 35: Behaviour**

During the last three months do you recall doing any of the following ...?	Treatment	Control
Base	1,676	348
Receiving text alerts to warn you about going overdrawn or a low balance	49%	46%
Using mobile banking to check your account balance	77%	74%
Looking at another bank or bank account to compare overdraft charges	5%	6%
Using a comparison website to compare bank accounts	9%	9%
None of these	15%	15%
Don't know	0%	0%

**Table 36: Message Recall**

During the last three months do you remember receiving any of the following messages from your bank ...?	Treatment	Control
Base	1,676	348
Messages about how to get the most out of your account	34%	36%
Messages about how to switch banks	3%	4%
Neither of these	54%	53%
Don't know	10%	12%

**Table 37: Views on Messages**

Banks often provide messages on their websites or the loading pages of their banking apps. Which of the following statements best describe what you mostly do with these ...?	Treatment	Control
base	1,676	348
I ignore them and just click them away	17%	18%
I read the headline or title and only go to the message if I think it is interesting or important	66%	66%
I almost always read the message fully	11%	11%
I am not aware of any messages like that	5%	5%
Don't know	1%	-

**Table 38: Account use and awareness**

Please tell us the extent to which you agree or disagree with each of the following statements.	Treatment	Control
Table shows % agree (tend to/strongly)		
Base	1,676	348
I regularly check my bank statements for any unusual transactions	84%	84%
I use mobile banking to monitor my account balance and transactions	80%	75%
Each month I use an arranged overdraft.	65%	<b>73%</b>
Each month I end up going into an unarranged overdraft	13%	12%
My bank account is always overdrawn	31%	<b>38%</b>
I usually check my account balance each week	84%	87%
I very rarely check my bank balance or statements	4%	5%

I make use of bank alerts and messages to warn me of when I have a low balance or am going overdrawn	68%	67%
I am aware that bank accounts are different and can have different charges for things like overdrafts	94%	96%
I look at the bank account options available to me at least once a year	26%	29%
I know that I can switch bank account	94%	95%
I know what my bank charges are, e.g. for overdraft charges or foreign transactions	70%	69%
My bank tells me about the charges I have incurred	93%	93%

**Table 39: Consideration of Action**

In the last three months, have you seriously considered any of the following ...?	Treatment	Control
Base	1,676	348
Changing the bank that you use for your general day to day banking	10%	13%
Opening a new bank account	12%	14%
Neither of these	82%	81%
Don't know	0%	-

## Overdraft Prompt Pilot 3

Significant differences are shown in red font comparing Treatment and Control group.

**Table 40: Behaviour**

During the last three months do you recall doing any of the following ...?	Treatment	Control
Base	688	107
Receiving text alerts to warn you about going overdrawn or a low balance	35%	35%
Using mobile banking to check your account balance	75%	74%
Looking at another bank or bank account to compare overdraft charges	11%	8%
Using a comparison website to compare bank accounts	8%	10%
None of these	15%	15%
Don't know	0%	-

**Table 41: Message Recall**

During the last three months do you remember receiving any of the following messages from your bank ...?	Treatment	Control
Base	688	107
Messages about how to get the most out of your account	38%	36%
Messages about how to switch banks	3%	6%
Neither of these	50%	50%
Don't know	10%	13%

**Table 42: Views on Messages**

Banks often provide messages on their websites or the loading pages of their banking apps. Which of the following statements best describe what you mostly do with these ...?	Treatment	Control
Base	688	107
I ignore them and just click them away	16%	21%
I read the headline or title and only go to the message if I think it is interesting or important	60%	56%
I almost always read the message fully	14%	13%
I am not aware of any messages like that	7%	7%
Don't know	3%	2%

**Table 43: Account use and awareness**

Please tell us the extent to which you agree or disagree with each of the following statements.	Treatment	Control
Table shows % agree (tend to/strongly)		
Base	688	107
I regularly check my bank statements for any unusual transactions	80%	75%
I use mobile banking to monitor my account balance and transactions	77%	78%
Each month I use an arranged overdraft	59%	<b>69%</b>
Each month I end up going into an unarranged overdraft	22%	21%
My bank account is always overdrawn	47%	47%
I usually check my account balance each week	81%	77%
I very rarely check my bank balance or statements	<b>15%</b>	8%

I make use of bank alerts and messages to warn me of when I have a low balance or am going overdrawn	54%	50%
I am aware that bank accounts are different and can have different charges for things like overdrafts	82%	78%
I look at the bank account options available to me at least once a year	32%	27%
I know that I can switch bank account	80%	83%
I know what my bank charges are, e.g. for overdraft charges or foreign transactions	66%	65%
My bank tells me about the charges I have incurred	84%	86%

**Table 44: Consideration of Action**

In the last three months, have you seriously considered any of the following ...?	Treatment	Control
Base	688	107
Changing the bank that you use for your general day to day banking	21%	19%
Opening a new bank account	13%	13%
Neither of these	70%	72%
Don't know	3%	2%

## Overdraft Prompt Pilot 4

Significant differences are shown in red font comparing Treatment and Control group.

**Table 45: Behaviour**

During the last three months do you recall doing any of the following ...?	Treatment	Control
Base	1,535	823
Receiving text alerts to warn you about going overdrawn or a low balance	39%	35%
Using mobile banking to check your account balance	78%	78%
Looking at another bank or bank account to compare overdraft charges	18%	17%
Using a comparison website to compare bank accounts	13%	12%
None of these	15%	14%
Don't know	1%	0%

**Table 46: Message Recall**

During the last three months do you remember receiving any of the following messages from your bank ...?	Treatment	Control
Base	1,535	823
Messages about how to get the most out of your account	49%	48%
Messages about how to switch banks	5%	3%
Neither of these	39%	40%
Don't know	11%	11%

**Table 47: Views on Messages**

Banks often provide messages on their websites or the loading pages of their banking apps. Which of the following statements best describe what you mostly do with these ...?	Treatment	Control
Base	1,535	823
I ignore them and just click them away	13%	16%
I read the headline or title and only go to the message if I think it is interesting or important	57%	55%
I almost always read the message fully	24%	24%
I am not aware of any messages like that	4%	4%
Don't know	2%	1%

**Table 48: Account use and awareness**

Please tell us the extent to which you agree or disagree with each of the following statements.	Treatment	Control
Table shows % agree (tend to/strongly)		
Base	1,535	823
I regularly check my bank statements for any unusual transactions	77%	78%
I use mobile banking to monitor my account balance and transactions	78%	79%
Each month I use an arranged overdraft.	70%	66%
Each month I end up going into an unarranged overdraft	<b>25%</b>	20%
My bank account is always overdrawn	45%	42%
I usually check my account balance each week	82%	<b>85%</b>
I very rarely check my bank balance or statements	8%	7%

I make use of bank alerts and messages to warn me of when I have a low balance or am going overdrawn	51%	52%
I am aware that bank accounts are different and can have different charges for things like overdrafts	82%	80%
I look at the bank account options available to me at least once a year	30%	32%
I know that I can switch bank account	79%	80%
I know what my bank charges are, e.g. for overdraft charges or foreign transactions	59%	59%
My bank tells me about the charges I have incurred	75%	74%

**Table 49: Consideration of Action**

In the last three months, have you seriously considered any of the following ...?	Treatment	Control
Base	1,535	823
Changing the bank that you use for your general day to day banking	29%	28%
Opening a new bank account	20%	20%
Neither of these	60%	58%
Don't know	2%	4%

## Overdraft Prompt Pilot 5

Significant differences are shown in red font comparing Treatment and Control group.

**Table 50: Behaviour**

During the last three months do you recall doing any of the following ...?	Treatment	Control
Base	1,487	823
Receiving text alerts to warn you about going overdrawn or a low balance	<b>40%</b>	35%
Using mobile banking to check your account balance	78%	78%
Looking at another bank or bank account to compare overdraft charges	16%	17%
Using a comparison website to compare bank accounts	11%	12%
None of these	14%	14%
Don't know	1%	0%

**Table 51: Message Recall**

During the last three months do you remember receiving any of the following messages from your bank ...?	Treatment	Control
Base	1,487	823
Messages about how to get the most out of your account	48%	48%
Messages about how to switch banks	2%	3%
Neither of these	41%	40%
Don't know	11%	11%

**Table 52: Views on Messages**

Banks often provide messages on their websites or the loading pages of their banking apps. Which of the following statements best describe what you mostly do with these ...?	Treatment	Control
Base	1,487	823
I ignore them and just click them away	14%	16%
I read the headline or title and only go to the message if I think it is interesting or important	53%	55%
I almost always read the message fully	<b>29%</b>	24%
I am not aware of any messages like that	3%	4%
Don't know	2%	1%

**Table 53: Account use and awareness**

Please tell us the extent to which you agree or disagree with each of the following statements.	Treatment	Control
Table shows % agree (tend to/strongly)		
Base	1,487	823
I regularly check my bank statements for any unusual transactions	76%	78%
I use mobile banking to monitor my account balance and transactions	75%	<b>79%</b>
Each month I use an arranged overdraft.	70%	66%
Each month I end up going into an unarranged overdraft	<b>25%</b>	20%
My bank account is always overdrawn	45%	42%
I usually check my account balance each week	84%	85%
I very rarely check my bank balance or statements	7%	7%

I make use of bank alerts and messages to warn me of when I have a low balance or am going overdrawn	53%	52%
I am aware that bank accounts are different and can have different charges for things like overdrafts	83%	80%
I look at the bank account options available to me at least once a year	29%	32%
I know that I can switch bank account	78%	80%
I know what my bank charges are, e.g. for overdraft charges or foreign transactions	56%	59%
My bank tells me about the charges I have incurred	74%	74%

**Table 54: Consideration of Action**

In the last three months, have you seriously considered any of the following ...?	Treatment	Control
Base	1,487	823
Changing the bank that you use for your general day to day banking	28%	28%
Opening a new bank account	18%	20%
Neither of these	<b>63%</b>	58%
Don't know	1%	4%

# APPENDIX F

## BCA Pilot Tables

## Account Engagement Prompt Pilot 1 – Secure email

**Table 55: Behaviour**

During the last three months do you recall doing any of the following ...?	Treatment	Control
Base	607	393
Receiving text alerts from your bank to alert you about going overdrawn or a low balance on your business account	11%	12%
Using mobile banking to check your business account balance	33%	31%
Considering a new or increased arranged overdraft to manage unarranged charges	8%	10%
Looking at another bank or business account to compare overdraft charges	12%	13%
Using a comparison website to compare business bank accounts	14%	12%
None of these	47%	50%
Don't know	2%	1%

**Table 56: Message Recall**

During the last three months do you remember receiving any of the following messages from your bank ...?	Treatment	Control
Base	607	390
Messages about how changing how you use your account can help you can get the most from your business account	18%	14%
Messages about how to switch banks	2%	2%
Neither of these	70%	74%

Don't know	11%	11%
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**Table 57: Views on Messages**

Banks often provide messages on their websites or the loading pages of their banking apps. Which of the following statements best describe what you mostly do with these ...?	Treatment	Control
Base	607	393
I ignore them and just click them away	18%	24%
I read the headline or title and only go to the message if I think it is relevant to my business	54%	53%
I read the message fully, all the time, or the majority of time	12%	10%
I am not aware of any messages like that	14%	11%
Don't know	2%	3%

**Table 58: Account use and awareness**

Please tell us the extent to which you agree or disagree with each of the following statements. Table shows % agree (tend to/strongly)	Treatment	Control
Base	607	393
I regularly check my account balance and transactions	91%	92%
I use a mobile banking app to monitor my business account balance and transactions	34%	29%
Each month I use an arranged overdraft	16%	16%
Each month I end up going into an unarranged overdraft	2%	5%
My business bank account is always overdrawn	9%	9%

I usually check my business bank account balance each week	79%	73%
I make use of bank alerts and messages to warn me of when I have a low balance or am going overdrawn on my business account	29%	24%
I am aware that business bank accounts are different and can have different charges for things like overdrafts	79%	77%
I am aware that different business bank accounts offer different facilities such as accounting software and relationship managers	54%	50%
I look at the business bank account options available to me from a range of providers at least once a year	27%	27%
I know that I can switch business bank account	71%	73%
I know that there is a current account switch service for business bank accounts	40%	39%
I know what my business bank charges are, e.g. for overdraft charges or foreign transactions	61%	61%

**Table 59: Consideration of Action**

In the last three months, have you seriously considered any of the following ...?	Treatment	Control
Base	608	393
Changing the bank that you use for your business banking	35%	35%
Opening a different business bank account with the same bank	5%	6%
Neither of these	59%	60%
Don't know	2%	2%

## Account Engagement Prompt Pilot 2 – Statement Message

**Table 60: Behaviour**

During the last three months do you recall doing any of the following ...?	Treatment	Control
Base	568	393
Receiving text alerts from your bank to alert you about going overdrawn or a low balance on your business account	13%	12%
Using mobile banking to check your business account balance	31%	31%
Considering a new or increased arranged overdraft to manage unarranged charges	8%	10%
Looking at another bank or business account to compare overdraft charges	14%	13%
Using a comparison website to compare business bank accounts	12%	12%
None of these	49%	50%
Don't know	2%	1%

**Table 61: Message Recall**

During the last three months do you remember receiving any of the following messages from your bank ...?	Treatment	Control
Base	556	390
Messages about how changing how you use your account can help you can get the most from your business account	15%	14%
Messages about how to switch banks	2%	2%
Neither of these	71%	74%

Don't know	12%	11%
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**Table 62: Views on Messages**

Banks often provide messages on their websites or the loading pages of their banking apps. Which of the following statements best describe what you mostly do with these ...?	Treatment	Control
Base	565	393
I ignore them and just click them away	22%	24%
I read the headline or title and only go to the message if I think it is relevant to my business	46%	53%
I read the message fully, all the time, or the majority of time	12%	10%
I am not aware of any messages like that	16%	11%
Don't know	3%	3%

**Table 63: Account use and awareness**

Please tell us the extent to which you agree or disagree with each of the following statements. Table shows % agree (tend to/strongly)	Treatment	Control
Base	561	385
I regularly check my account balance and transactions	89%	92%
I use a mobile banking app to monitor my business account balance and transactions	31%	29%
Each month I use an arranged overdraft	17%	16%
Each month I end up going into an unarranged overdraft	3%	5%
My business bank account is always overdrawn	9%	9%

I usually check my business bank account balance each week	75%	73%
I make use of bank alerts and messages to warn me of when I have a low balance or am going overdrawn on my business account	29%	24%
I am aware that business bank accounts are different and can have different charges for things like overdrafts	79%	77%
I am aware that different business bank accounts offer different facilities such as accounting software and relationship managers	49%	50%
I look at the business bank account options available to me from a range of providers at least once a year	23%	27%
I know that I can switch business bank account	72%	73%
I know that there is a current account switch service for business bank accounts	40%	39%
I know what my business bank charges are, e.g. for overdraft charges or foreign transactions	61%	61%

**Table 64: Consideration of Action**

In the last three months, have you seriously considered any of the following ...?	Treatment	Control
Base	562	393
Changing the bank that you use for your business banking	36%	35%
Opening a different business bank account with the same bank	5%	6%
Neither of these	61%	60%
Don't know	1%	2%

## Account Engagement Prompt Pilot 3

**Table 65: Behaviour**

During the last three months do you recall doing any of the following ...?	Treatment	Control 1	Control 2
Base	399	83	16
Receiving text alerts from your bank to alert you about going overdrawn or a low balance on your business account	47%	33%	52%
Using mobile banking to check your business account balance	72%	61%	89%
Considering a new or increased arranged overdraft to manage unarranged charges	26%	25%	18%
Looking at another bank or business account to compare overdraft charges	23%	17%	20%
Using a comparison website to compare business bank accounts	17%	15%	7%
None of these	11%	<b>20%</b>	11%
Don't know	1%	2%	

**Table 66: Message Recall**

During the last three months do you remember receiving any of the following messages from your bank ...?	Treatment	Control 1	Control 2
Base	399	83	16
Messages about how changing how you use your account can help you can get the most from your business account	<b>22%</b>	10%	11%
Messages about how to switch banks	7%		
Neither of these	62%	83%	78%

Don't know	11%	8%	10%
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**Table 67: Views on Messages**

Banks often provide messages on their websites or the loading pages of their banking apps. Which of the following statements best describe what you mostly do with these ...?	Treatment	Control 1	Control 2
Base	399	83	16
I ignore them and just click them away	15%	19%	14%
I read the headline or title and only go to the message if I think it is relevant to my business	44%	56%	35%
I read the message fully, all the time, or the majority of time	32%	17%	29%
I am not aware of any messages like that	7%	7%	22%
Don't know	2%	1%	

**Table 68: Account use and awareness**

Please tell us the extent to which you agree or disagree with each of the following statements. Table shows % agree (tend to/strongly)	Treatment	Control 1	Control 2
Base	399	83	16
I regularly check my account balance and transactions	94%	90%	100%
I use a mobile banking app to monitor my business account balance and transactions	69%	61%	79%
Each month I use an arranged overdraft	25%	29%	15%
Each month I end up going into an unarranged overdraft	15%	16%	5%
My business bank account is always overdrawn	16%	21%	25%

I usually check my business bank account balance each week	83%	84%	94%
I make use of bank alerts and messages to warn me of when I have a low balance or am going overdrawn on my business account	65%	45%	48%
I am aware that business bank accounts are different and can have different charges for things like overdrafts	71%	69%	74%
I am aware that different business bank accounts offer different facilities such as accounting software and relationship managers	51%	50%	56%
I look at the business bank account options available to me from a range of providers at least once a year	28%	25%	14%
I know that I can switch business bank account	64%	60%	68%
I know that there is a current account switch service for business bank accounts	37%	32%	36%
I know what my business bank charges are, e.g. for overdraft charges or foreign transactions	47%	52%	24%

**Table 69: Consideration of Action**

In the last three months, have you seriously considered any of the following ...?	Treatment	Control 1	Control 2
Base	399	83	16
Changing the bank that you use for your business banking	50%	36%	47%
Opening a different business bank account with the same bank	10%	8%	21%
Neither of these	44%	55%	38%
Don't know	1%	3%	

## Switching Prompt Pilot 1 – Secure email

**Table 70: Behaviour**

During the last three months do you recall doing any of the following ...?	Treatment	Control
Base	596	393
Receiving text alerts from your bank to alert you about going overdrawn or a low balance on your business account	11%	12%
Using mobile banking to check your business account balance	33%	31%
Considering a new or increased arranged overdraft to manage unarranged charges	8%	10%
Looking at another bank or business account to compare overdraft charges	12%	13%
Using a comparison website to compare business bank accounts	14%	12%
None of these	47%	50%
Don't know	2%	1%

**Table 71: Message Recall**

During the last three months do you remember receiving any of the following messages from your bank ...?	Treatment	Control
Base	586	390
Messages about how changing how you use your account can help you can get the most from your business account	16%	14%
Messages about how to switch banks	1%	2%
Neither of these	71%	74%

Don't know	13%	11%
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**Table 72: Views on Messages**

Banks often provide messages on their websites or the loading pages of their banking apps. Which of the following statements best describe what you mostly do with these ...?	Treatment	Control
Base	595	393
I ignore them and just click them away	20%	24%
I read the headline or title and only go to the message if I think it is relevant to my business	53%	53%
I read the message fully, all the time, or the majority of time	13%	10%
I am not aware of any messages like that	12%	11%
Don't know	2%	3%

**Table 73: Account use and awareness**

Please tell us the extent to which you agree or disagree with each of the following statements.	Treatment	Control
Table shows % agree (tend to/strongly)		
Base	591	385
I regularly check my account balance and transactions	91%	92%
I use a mobile banking app to monitor my business account balance and transactions	31%	29%
Each month I use an arranged overdraft	17%	16%
Each month I end up going into an unarranged overdraft	4%	5%
My business bank account is always overdrawn	9%	9%

I usually check my business bank account balance each week	76%	73%
I make use of bank alerts and messages to warn me of when I have a low balance or am going overdrawn on my business account	28%	24%
I am aware that business bank accounts are different and can have different charges for things like overdrafts	79%	77%
I am aware that different business bank accounts offer different facilities such as accounting software and relationship managers	53%	50%
I look at the business bank account options available to me from a range of providers at least once a year	24%	27%
I know that I can switch business bank account	70%	73%
I know that there is a current account switch service for business bank accounts	43%	39%
I know what my business bank charges are, e.g. for overdraft charges or foreign transactions	59%	61%

**Table 74: Consideration of Action**

In the last three months, have you seriously considered any of the following ...?	Treatment	Control
Base	595	393
Changing the bank that you use for your business banking	35%	35%
Opening a different business bank account with the same bank	5%	6%
Neither of these	60%	60%
Don't know	2%	2%

## Switching Prompt Pilot 2 – Statement Message

**Table 75: Behaviour**

During the last three months do you recall doing any of the following ...?	Treatment	Control
Base	551	393
Receiving text alerts from your bank to alert you about going overdrawn or a low balance on your business account	11%	12%
Using mobile banking to check your business account balance	32%	31%
Considering a new or increased arranged overdraft to manage unarranged charges	5%	10%
Looking at another bank or business account to compare overdraft charges	13%	13%
Using a comparison website to compare business bank accounts	13%	12%
None of these	50%	50%
Don't know	1%	1%

**Table 76: Message Recall**

During the last three months do you remember receiving any of the following messages from your bank ...?	Treatment	Control
Base	549	390
Messages about how changing how you use your account can help you can get the most from your business account	<b>13%</b>	14%
Messages about how to switch banks	<b>2%</b>	2%
Neither of these	76%	74%

Don't know	9%	11%
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**Table 77: Views on Messages**

Banks often provide messages on their websites or the loading pages of their banking apps. Which of the following statements best describe what you mostly do with these ...?	Treatment	Control
Base	551	393
I ignore them and just click them away	20%	24%
I read the headline or title and only go to the message if I think it is relevant to my business	47%	53%
I read the message fully, all the time, or the majority of time	14%	10%
I am not aware of any messages like that	15%	11%
Don't know	4%	3%

**Table 78: Account use and awareness**

Please tell us the extent to which you agree or disagree with each of the following statements.	Treatment	Control
Table shows % agree (tend to/strongly)		
Base	543	385
I regularly check my account balance and transactions	88%	92%
I use a mobile banking app to monitor my business account balance and transactions	29%	29%
Each month I use an arranged overdraft	20%	16%
Each month I end up going into an unarranged overdraft	4%	5%
My business bank account is always overdrawn	8%	9%

I usually check my business bank account balance each week	73%	73%
I make use of bank alerts and messages to warn me of when I have a low balance or am going overdrawn on my business account	25%	24%
I am aware that business bank accounts are different and can have different charges for things like overdrafts	77%	77%
I am aware that different business bank accounts offer different facilities such as accounting software and relationship managers	52%	50%
I look at the business bank account options available to me from a range of providers at least once a year	25%	27%
I know that I can switch business bank account	70%	73%
I know that there is a current account switch service for business bank accounts	39%	39%
I know what my business bank charges are, e.g. for overdraft charges or foreign transactions	61%	61%

**Table 79: Consideration of Action**

In the last three months, have you seriously considered any of the following ...?	Treatment	Control
Base	549	393
Changing the bank that you use for your business banking	<b>37%</b>	35%
Opening a different business bank account with the same bank	6%	6%
Neither of these	58%	60%
Don't know	1%	2%