What Consumers Want: Transaction Accounts in Australia 2011

Product Type: Brief ([unknown] pages)	Published by: Datamonitor	Single user price: $1295.00
Product Code: CM00163-001	Published on: 03 August 2011	Multi-user price: $3237.50

This slide deck focuses on the important questions concerning consumers' behavior regarding transaction accounts. Product penetration, choice of channel, the drivers of product and provider choice, and the barriers to adoption are all covered in this deck to ensure that the reader knows What Consumers Want from a transaction account in their country of interest.

Scope of this research

- Build a customer-centric strategy by learning what consumers want and need from a transaction account.
- Identify new opportunities in the transaction account market through a better understanding of what consumers demand from this product.
- Gain a deeper insight into the transaction account market through country-level data across income and age groups.

Research and analysis highlights

Top 10 financial services providers by transaction account market share.

Channel analysis including channel of opening and channel usage by activity.

Essential product and provider features.

Key reasons to purchase this research

- What features do consumers demand from a transaction account and a transaction account provider?
- What channels do consumers use for their regular banking activities?
- How likely are consumers to switch transaction account provider in the next six months?
- What channels do consumers use for researching and purchasing transaction accounts?
- Why do consumers decide not to have a transaction account?

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