

# revenue opportunities are up for grabs

Between 2021-2025, the global banking revenue is predicted to increase up to 6% with an **estimated \$1.3 trillion in revenue opportunities** up for grabs.<sup>1</sup>

With challenger banks and fintechs on the rise and increased consumer frustrations over not getting the *right* help – your credibility isn't the only thing at risk.



As competitors continue to fill the gaps in service offerings, banks and credit unions are losing valuable relationships and revenue opportunities – all while accountholders struggle.

**This trust deficit leads to a loss of wallet and app share as accountholders fragment their loyalty along with their financial relationships.**

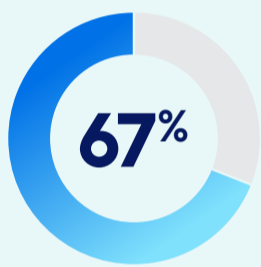


**30-40**

Accountholders are using between **30 to 40 different financial service providers.**<sup>2</sup>



**Only 28% of consumers** feel their bank is trustworthy and consistently acts with their best interests in mind.<sup>3</sup>



**67% of SMBs** are using non-bank business platforms.<sup>4</sup>



**\$250 billion**

Big techs and fintechs siphoned nearly **\$250 billion** in payments volume away from incumbent financial institutions in 2020.<sup>5</sup>



**22 million**

Today, an estimated **22 million consumers** are using fintech solutions or challenger banks as their **primary financial institution.**<sup>6</sup>

Additionally, there is an enduring threat to financial institutions and your accountholders in the form of cybercrimes and fraud – which disproportionately impacted the financial service sector, **averaging \$6.9 billion in losses annually.**<sup>7</sup>



As a community-based financial institution, you have the unique opportunity to become part of your community's story.

**Investing in products and services that support SMB owners and accountholders' financial wellbeing is the first step to cultivating long-term, financially healthy communities.**

✓ **Eight in 10 adults** trust their local financial institutions over other banking entities and are ready and willing to give you their business.<sup>8</sup>

✓ Accountholders who believe their financial institution cares about their financial health are **five times more likely** to purchase additional services, pay fewer fees, and are significantly more profitable.<sup>9</sup>

**Offering the right tools and technology that support the development of a comprehensive financial health strategy that combines data aggregation, behavioral science, and relationship banking will ultimately protect your accountholders and your bottom line.**

## connecting possibilities

For more information about Jack Henry, visit [jackhenry.com](https://jackhenry.com).

### SOURCES

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