Discover what customers really want from banks and other financial services and how to select the right tools to deliver.

Consumers are focusing on their personal finances and making changes to improve their financial wellness.

Consumers are taking action on their financial wellness through two main paths...

Credit Score
- 61% of consumers are actively trying to improve their credit score[^41%]
- 57% of consumers check their credit score monthly or more making them high quality leads/customers[^45%]

Financial Literacy
- 41% of consumers lack confidence in their level of financial literacy[^41%]
- 4 in 5 failed the financial literacy quiz[^45%]

Consumers are seeking a balance between digital transformation and humanization.

Digital Transformation
- 71% of consumers use online banking tools to manage their finances at least once a month[^71%]

Humanization
- 80% of consumers want their financial institution to help them improve their financial health[^80%

For financial institutions to grow, they need consumer engagement tools to amplify digital offerings and connect with consumers to remain top of mind.

Consumers who think their financial institution supports financial health are 5x more likely to report interest in purchasing additional products and services[^5x]

How Equifax can help

Our Consumer Engagement Suite is a comprehensive toolkit from credit score improvement to unlocking credit during an application. We are here to help you connect with consumers that are interested in understanding their credit profiles and playing an active role in their financial wellness.

Visit equifax.com or contact your representative for more information.

[^1]: American’s Financial Wellness Survey, 2023 ASPPA
[^2]: Equifax Financial Inclusion Survey April 2022; N=1,014
[^3]: Consumer Credit Monitoring Site Traffic Analysis July-September 2021
[^4]: Equifax Financial Inclusion Survey April 2021
[^6]: The State of Online Banking 2022
[^7]: Array Consumer Survey 2022