



Online Banking and Bill Payment Forecast 2014-2019: Tech-Savvy Moneyhawks Foreshadow New Bill Pay Habits

30 October 2014 By: Mark Schwanhausser

Javelin's 12th annual online banking and bill payment forecast highlights two critical trends for the workhorse digital channel and the essential chore of paying bills:

- **Online banking still has a big upside.** Javelin's segment of the pioneering mobile-minded Moneyhawks™, as well as the online-centric Traditionalists are looking for online banking to provide the integrated omnichannel experience. FIs have an opportunity to encourage more activities such as bill paying, money moving, and monitoring alerts.
- **This is a milestones period for FI bill pay.** Moneyhawks are viewing and paying bills at banks and credit unions rather than at biller websites and by checks. They are seeking better ways to manage a larger stack of bills and opportunities to pay with credit and debit cards.

Primary Questions:

- If adoption of online banking is effectively tapped out, what are the best ways for FIs to increase customer engagement?
- Can FIs increase the profitability of online banking?
- Are FIs finally becoming the first place Americans turn to pay bills, rather than logging in online at biller websites?
- Are third-party bill payment players ready for a bigger role?
- How can FIs position online banking and bill payment features to maintain the loyalty of the fickle, mobile-savvy Moneyhawks and deepen the digital engagement of the faithful online-centric Traditionalists?
- What are the cutting-edge Moneyhawks doing today that will become digital necessities for customers overall in the near future?

Companies Mentioned:

ACI Worldwide, American Express, Apple, BB&T, Check, clearXchange, D3 Banking, Digital Insight, Dwolla, Finovera, FIS, Fiserv, Geezeo, Google, H&R Block, Inlet, Jack Henry, MX, PayPal, Pitney Bowes, Q2, Regions Bank, Square, U.S. Bank, Venmo, and Yodlee.

- A random-sample panel of 8,792 consumers in a May 2014 online survey.
- A random-sample panel of 3,100 consumers in an August/September online survey.

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