



Grant Thornton

An instinct for growth™

Banking through the eyes of Gen Y

Gen Y born 1980-1994

■ 22% of our population

■ 34% of our workforce

👤👤👤 1 in 3 are university educated

TOP EXPECTATIONS

- 1 Services and technology that give Gen Y control of their finances
- 2 Financial coaching not financial planning
- 3 Value for money
- 4 Convenience = technology solutions for transactional services
- 5 Trust = Customer service for complex products

CHALLENGES



Low fees + personalised service + technology

*To succeed,
financial institutions must*



1

Create trust.
Provide convenience



2

Proactively deliver
Gen Y's banking
needs



3

Communicate the
right message
through the right
channel



4

Personalise
customer service
and technology
solutions



5

Create a
Gen Y strategy
for growth

WHAT ARE YOU DOING TO REMAIN **RELEVANT?**

For more information, please contact:

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