

Mobile Has Become the Main Branch

▶ A SNAPSHOT OF BUSINESS MOBILE TRENDS

▶ TIP ONE

Expectations are rising

70%

of U.S. small and mid-sized businesses (SMBs) use **mobile** apps for financial transactions



and nearly



report **increasing usage** of **digital transactions** in the last 12 months

▶ TIP THREE

Convenience and time savings are a large part of the mobile value proposition



For SMBs that switched banks or plan to switch, **digital self-service** is the most important capability

▶ TIP TWO

Bank hopping is no longer a big deal

15% of SMBs



plan to **part ways** with their primary banking provider over the next year



Big banks could see as many as

1 in 5



SMB customers **depart in the future**

▶ TIP FOUR

Embrace the digital payments boom

Among SMBs, acceptance of **digital payments** is

up 38%

compared to last year

