

The Danish Bank Customers anno 2013

There are five customer segments in the Danish banking market. They are essentially different in their approach, needs, and requirements for their bank, and therefore they react very differently when you interact with them.

10 years of analysis and trend research

Based on approximately 15 years of analysis and trend research in the financial sector and banking market, Marketminds has developed and documented a segmentation of the Danish banking customers.

We have developed a psychographic segmentation based on bank customers' attitudes, needs, and drivers in relations to their personal finances and their bank relationships. This means that you get to know something about them, you can directly implement in your approach to your (potential) customers.

A paradigm shift in the Danish population's relationship with their bank

Just 15 years ago, your choice of bank was almost a given. You had a bank advisor who had been with your family for many years, and one whom was an authority you listened to. When the time came to discuss the first loan/mortgage, it meant to go "cap in hand".

The economic upswing, recent technological developments, and the latest financial crisis has radically changed the way the Danes approach the banking market, along with their preferences for banking. Today, the power relationship with your bank is far more balanced. Banks are considered more like financial supermarkets, and customers are much more open to shop between several bank options.

5 types of bank customers that you need to address very differently

Would you like to hear more about who the 5 types of customers in the Danish market is, what characterises them, and how you can approach and execute this knowledge?

Marketminds offer a 30-minute sharp presentation of the relevant, internal stakeholders in your business, and along with a discussion of what this situation in the banking market means to you and your business.

Best Regards

Eva Vangkilde; 22 15 09 05

vangkilde@marketminds.dk

Mette Obelitz; 29 63 23 86

obelitz@marketminds.dk