The 2023 Money Mobility Index, a PYMNTS and Ingo Money collaboration, is based on two surveys. One, a census-balanced survey of 3,633 consumers across the United States, investigated what consumers want and expect from the nonbank financial services firms through which they complete transactions and was conducted between June 9, 2022, and June 23, 2022. The second survey was conducted between Aug. 3, 2022, and Aug. 25, 2022, and reached 200 executives from FinTechs across the U.S. to reveal how satisfied their customers are with the money movement capabilities they provide. These FinTechs worked in the areas of payment products or services for consumers and finance or financial operations, generating revenues of $5 million or more.

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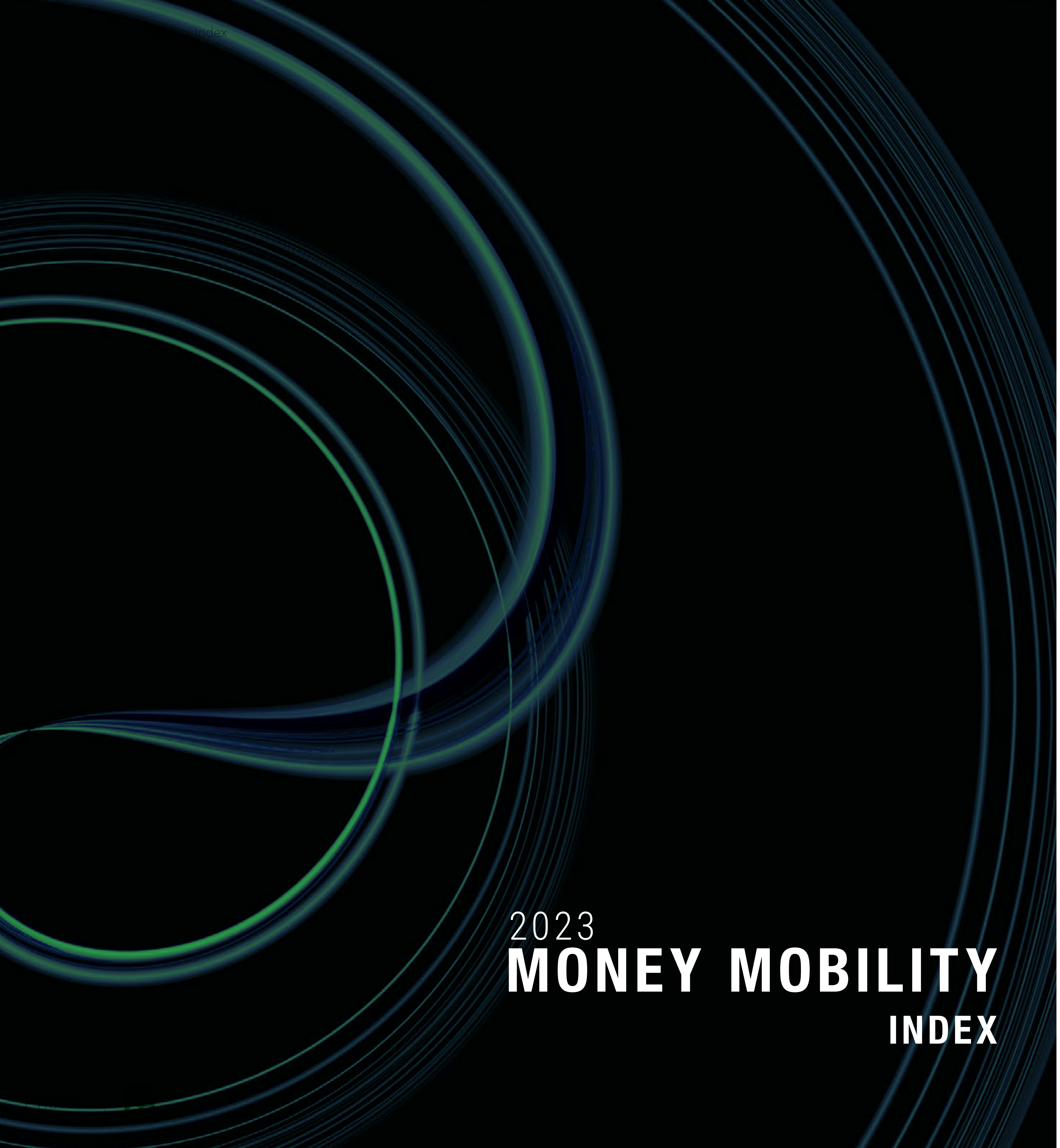
2023 MONEY MOBILITY INDEX

MARCH 2023



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The 2023 Money Mobility Index was produced in collaboration with Ingo Money, and PYMNTS is grateful for the company's support and insight. **PYMNTS** retains full editorial control over the following findings, methodology and data analysis.

INTRODUCTION

The average FinTech account issuer barely earns a passing grade on money mobility, PYMNTS' data finds.

Why is this critical? Consumers who are increasingly digital-first power today's economy, meaning money mobility is a top requirement for any financial services provider. Prospective customers expect this ability, and the need to meet this growing demand is especially strong for burgeoning FinTechs set on winning consumers away from traditional banks.

For account holders, money mobility means more than easily moving money out of accounts. It also means instant access to funds deposited into their account from a diverse array of regularly used options: cash, check, automatic clearing house (ACH) transfers, real-time payments and debit or credit cards, to name a few. If FinTech issuers want consumers to feel confident using their offerings in lieu of a bank's, they must offer all the services consumers expect from traditional issuers.

Unfortunately, consumers continue to face frictions that slow their money mobility, especially with a FinTech issuer's ability to receive funds. Complex transfer processes can make it harder for consumers to deposit into accounts than to transfer funds out, worsening customer satisfaction. Data shows that consumers like choice, so issuers that provide a low number of payment options are less likely to fit the bill for these individuals.

These findings are part of the 2023 Money Mobility Index, a PYMNTS and Ingo Money collaboration. The Index is based on two surveys. One, a census-balanced survey of 3,633 consumers across the United States, investigated what consumers want and expect from the nonbank financial services firms through which they complete transactions and was conducted between June 9, 2022, and June 23, 2022. The second survey was conducted between Aug. 3, 2022, and Aug. 25, 2022, and reached 200 executives from FinTechs across the U.S. to reveal how satisfied their customers are with the money movement capabilities they provide. These FinTechs worked in the areas of payment products or services for consumers and finance or financial operations, generating revenues of $5 million or more.

Using that input, we calculated an Index score by identifying the features contributing to consumer satisfaction. We then researched if FinTechs reported that customers faced issues with the features driving satisfaction. Analyzing both money-in and money-out transactions to identify the features contributing to customer satisfaction, we correlated the number of payment alternatives issuers offer to consumers' likelihood of using services from nonbank providers.

Our study found that the average FinTech account issuer is not meeting the mark, earning an average Index score of 53.5 out of 100. In practice, this means that FinTech account issuers have many opportunities to improve their customers' experience — and, in turn, better engage and retain consumers.

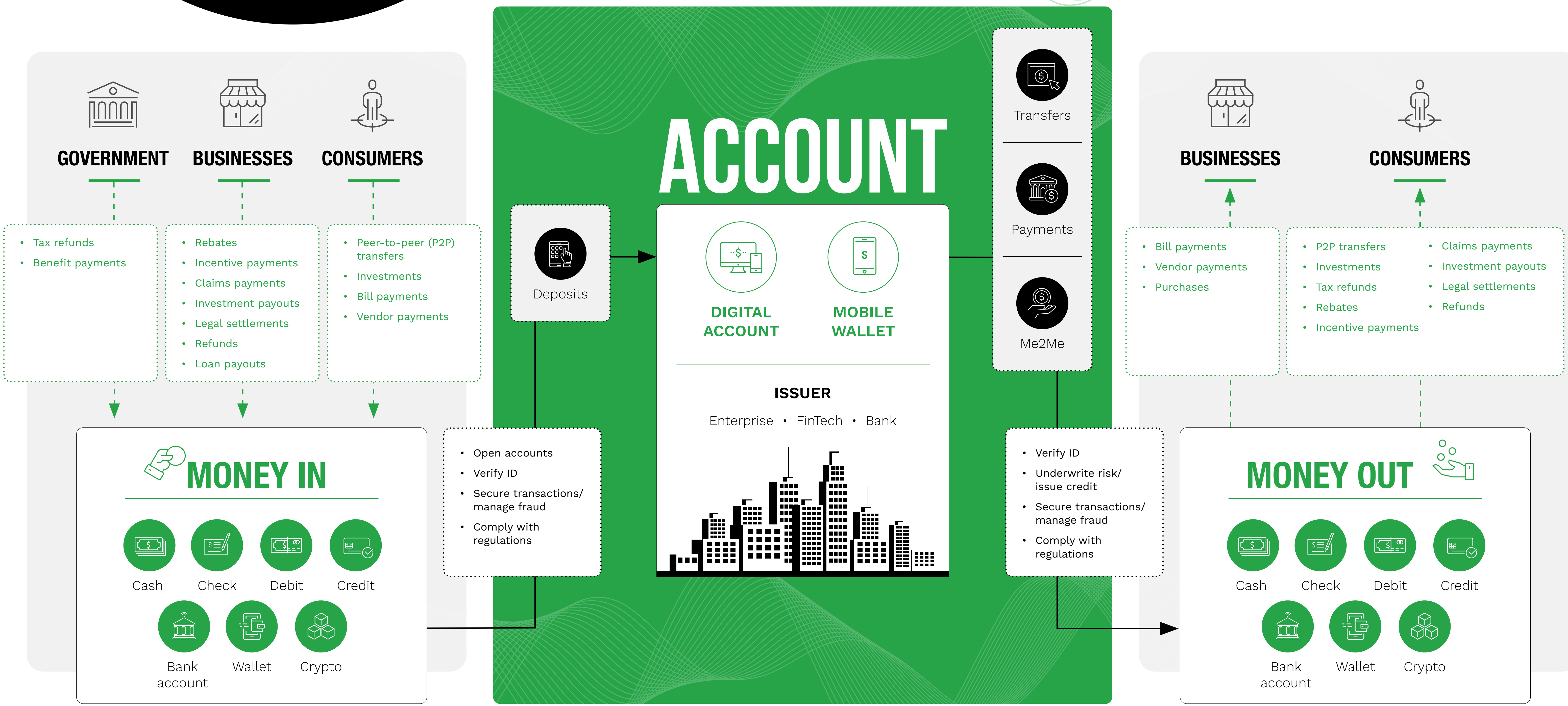
This is what we learned.

UNDERSTANDING THE MONEY MOBILITY INDEX

The Money Mobility Index (MMI) measures issuers' ease of signing and retaining customers. We calculated a unique MMI score for each issuer based on the range and types of payment options they provide. The higher the MMI, the higher the chance an issuer has of earning new customers and providing those customers the money mobility experiences they expect. The greater the issuers' money mobility, the more likely customers will use their accounts.

Each issuer has three different MMI scores. There is an overall MMI score, an MMI score for moving money into accounts and an MMI score for moving money out of accounts.

THE ARCHITECTURE OF MONEY MOBILITY



Making the Grade

Some FinTech account issuers perform better on The Money Mobility Index (MMI) than others, so we correlate performance with three levels of issuers.

TOP PERFORMERS

These are the 30 issuers with the highest Index scores in our study. They have the highest chance of retaining their account holders, earning an average score of 71.9. These are the overachievers that serve as examples from which other issuers can learn.

MIDDLE PERFORMERS

These issuers are the average students — they are neither the best nor the worst at signing and retaining customers. Their average Index score is roughly the sample average: 53.4.

BOTTOM PERFORMERS

These are the 30 issuers with the lowest scores in our study. Their average index score is just 35.6, meaning that our metrics determine they are the least likely to offer customers a satisfactory experience.

01

Account holders have high expectations from issuers when moving money into their accounts and notice when issuers fall short. Account holders are 51% likelier to report issues receiving funds than to report issues paying them out.

Account holders have a much lower tolerance for hiccups and slow speeds when moving money into their accounts than when moving money out. Sixty-seven percent of issuers say their account holders experience difficulties when they receive funds into their accounts. Just 45% say their account holders experience similar difficulties moving money out of their accounts. The most likely explanation is simple: Account holders want their money as fast and with as few hiccups as possible.

Account holders are more likely to register complaints about every aspect of their user experience when receiving money than when sending money. These frustrations have a tangible impact on customer satisfaction: The average issuer earns an MMI score of 52.1 for money-in and an MMI score of 54.9 for money-out functionality — a difference of approximately 5%, indicating that it is easier for account holders to make payments and initiate transfers than to receive deposits or disbursements.

02

Top-performing issuers excel at providing satisfactory experiences for both sending and receiving money into customers' accounts, yet security remains a challenge. Bottom-performing issuers are the most likely to face problems related to transfer speed.

While top performers are relatively consistent in both money-in and money-out experiences, bottom performers are not. At least 67% of top performers say their customers have no problems using select money-out features, yet just 23% of bottom performers can say the same. Similarly, 80% of all bottom-performing firms' customers experienced issues receiving funds from individuals, exceeding the 67% of top-performing issuers' customers who had the same issues.

As that metric implies, top-performing issuers still have room to improve: 60% of issuers report that customers depositing funds faced problems using security features, as did 33% of customers withdrawing funds. Bottom-performing issuers are the most likely to report problems with transfer speeds. Just 27% of their customers say they have no problems with transfer speeds for sending or receiving money.

Top performers also have the array of payments options they offer in common. While top performers offer an average of approximately seven payment options for either money in or money out, bottom performers offer just four for money in and five for money out.

03

The largest FinTech issuers do not necessarily earn the highest score, as the largest and smallest issuers both provide the best customer experiences.

Among the top performers in our study, roughly one-quarter generated more than $500 million in revenues, and 27% generated between $5 million and $500 million in revenues. This data illustrates that issuers do not have to be large to foster customer satisfaction.

The largest issuers are best at providing streamlined procedures to move funds: 57% of large issuers reported that their customers face no problems when receiving funds. Meanwhile, the smallest firms excel with convenience options, such as money-out tracking capabilities and notifications.

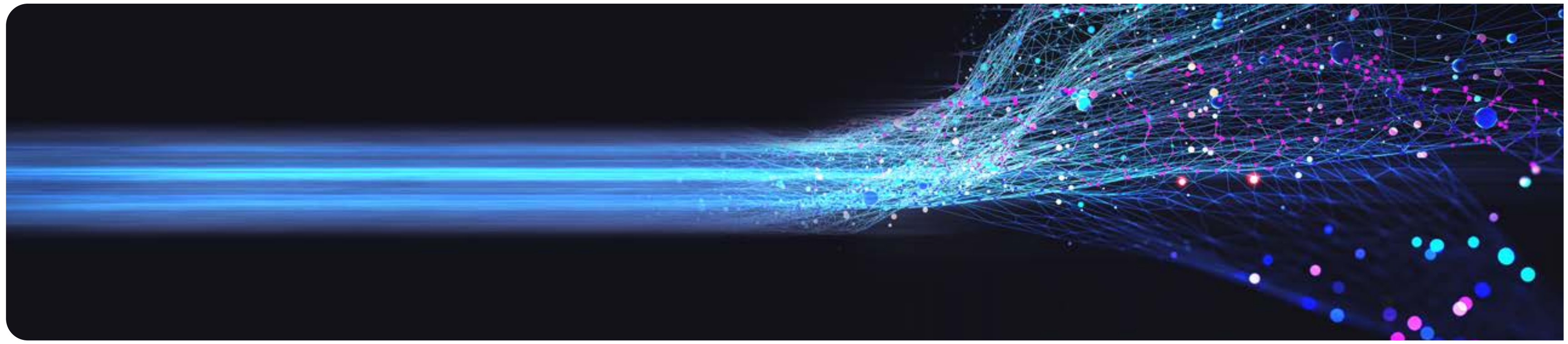
04

Instant payments are particularly valuable: The more instant payment options issuers provide, the greater customers' money mobility and the more demand customers will have to use their accounts.

Payments choice is critical to winning over and keeping customers, but not all payment methods are created equal as far as account holders are concerned. Instant payment methods are key. Our researchers found that FinTechs offering multiple instant payment methods provide smoother experiences and, as a result, earn higher Index scores. Issuers that offer six or more instant payment methods, either for money in or money out, earn an average Index score of 59.5, while those that offer two or fewer instant methods earn an average score of just 50.6.

05

Instant payment options boost money mobility, but firms may rely too much on offering instant options and neglect other critical aspects of providing a good experience, such as straightforward security processes.



While account holders appreciate multiple instant payment options, a maniacal focus on having as many as possible may backfire. Issuers may pay less attention to how they integrate their features, which can impact security and the user experience. When an issuer uses several instant providers, it may mean account holders must verify their identity each time they choose to move money via instant payment rails. This type of over-verification can be cumbersome and time-consuming. Issuers must work on these systems: On average, 75% of those that offer six or more payment methods say their customers have issues with their security protocols. Seventy-five percent say their customers register complaints about security systems preventing them from easily receiving funds, and 76% say their security systems prevent them from easily sending funds out.

A clunky and frustrating user experience can chase users away. Despite the many advantages of offering a variety of instant payment options, 95% of issuers that offer six or more say their customers run into issues when they try to deposit funds into their accounts. By contrast, although offering fewer options reduces money mobility, just 46% of issuers that offer two or fewer instant options say their account holders encounter difficulties receiving their funds.

Current inequities of money-in versus money-out transactions

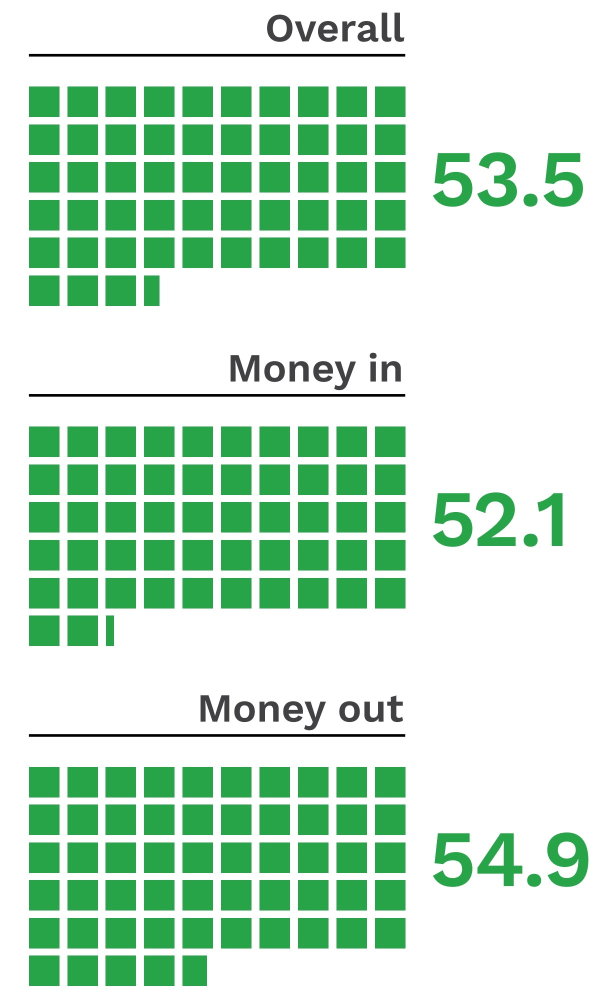
2023 MONEY MOBILITY INDEX

Sending money to others is typically easy and convenient, as most FinTech issuers provide streamlined procedures to send funds. Account holders would logically expect the same when receiving funds into their accounts, but this is far from the case.

Account holders are 51% likelier to report issues receiving funds than to report issues paying them out. While 67% of FinTech issuers report that their customers have problems when receiving funds, just 45% say that their customers have problems when sending funds.

FIGURE 1A:

Consumer satisfaction with money-in and money-out transactions
Average Index score, by type of transaction



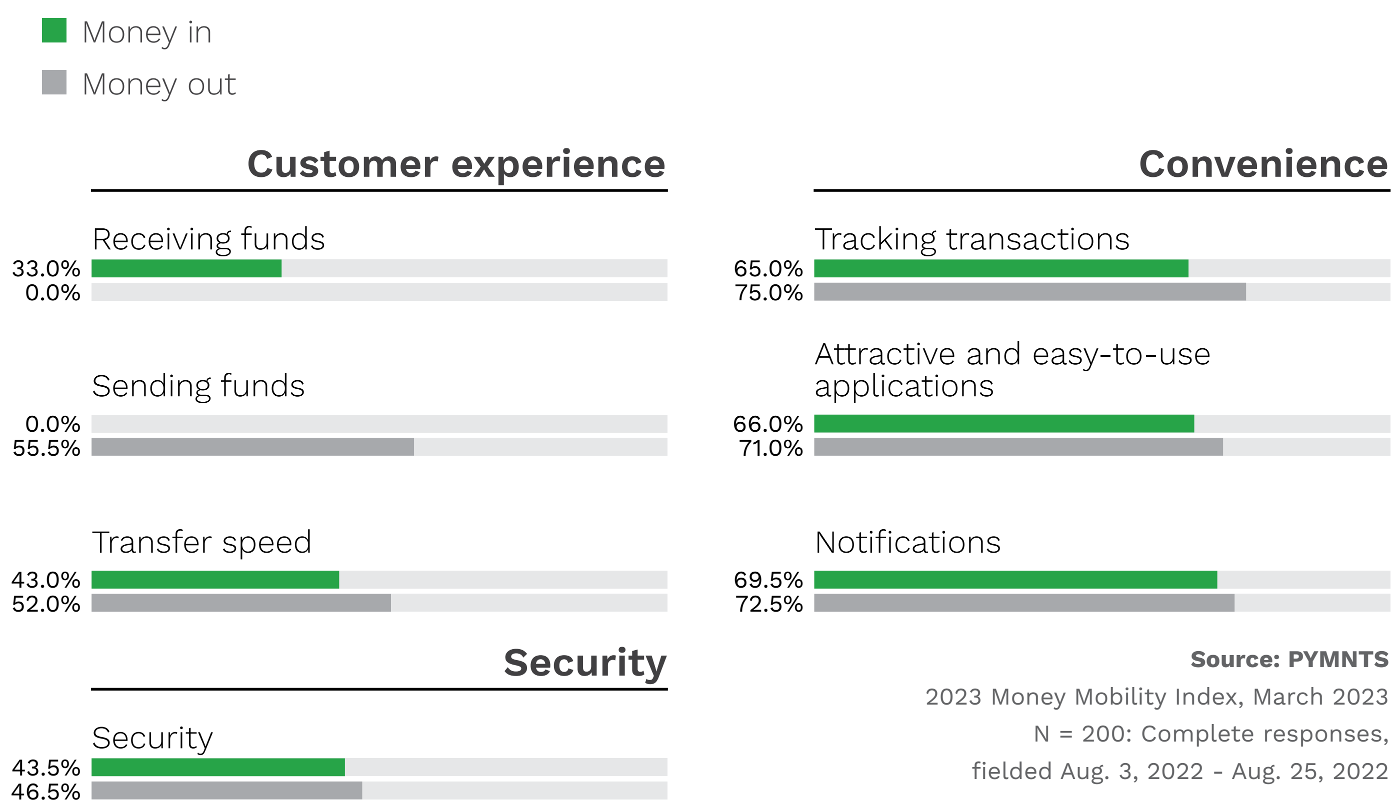
Source: PYMNTS
2023 Money Mobility Index, March 2023
N = 200: Complete responses, fielded Aug. 3, 2022 - Aug. 25, 2022

Our Money Mobility Index reflects this reduced customer satisfaction: Issuers scored 54.9 Index points for money-out transactions — 5% higher than the money-in operations' score of 52.1. This disparity reflects that it is easier for account holders to make payments and initiate transfers than to receive deposits or disbursements.

The advantage of money-out transactions narrows when looking at other relevant features, such as transfer speed. Fifty-two percent of

FIGURE 1B:

Consumer satisfaction with money-in and money-out transactions
Share of issuers that say their customers have no problems using select features when moving funds, by type of transaction



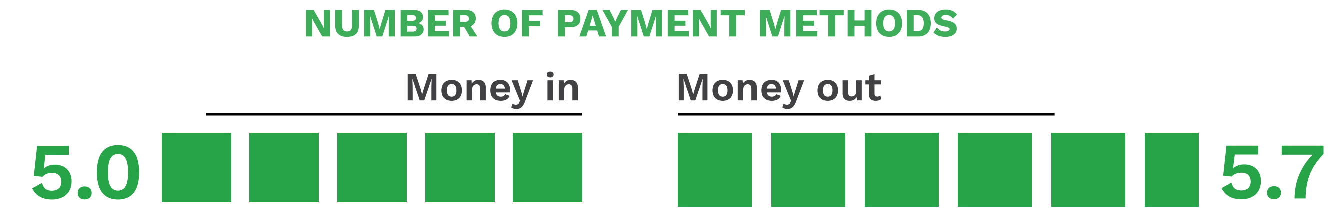
Source: PYMNTS
2023 Money Mobility Index, March 2023
N = 200: Complete responses, fielded Aug. 3, 2022 - Aug. 25, 2022

issuers report that their customers have no problems with the transfer speed of money-out transactions; 43% have no problems with money-in speed.

Account holders also report having access to roughly one additional payment option for money-out transactions, meaning that money-out transactions may be less frictionless and garner increased customer satisfaction.

FIGURE 1C:

Consumer satisfaction with money-in and money-out transactions
Average number of payment methods, by type of transaction



Source: PYMNTS
2023 Money Mobility Index, March 2023
N = 200: Complete responses, fielded Aug. 3, 2022 - Aug. 25, 2022

How top performers stand out

2023
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Despite the challenges, our study finds that top-performing FinTech issuers lead the pack in providing satisfactory experiences when sending and receiving money into customers' accounts. Approximately two-thirds of top performers say their customers have no problems using select money-out features, yet less than one-quarter of bottom performers can say the same. The gulf between the two is far smaller for money-in situations; 80% of all bottom performers report that their customers experienced problems receiving funds from individuals, as did 67% of top-performing issuers.

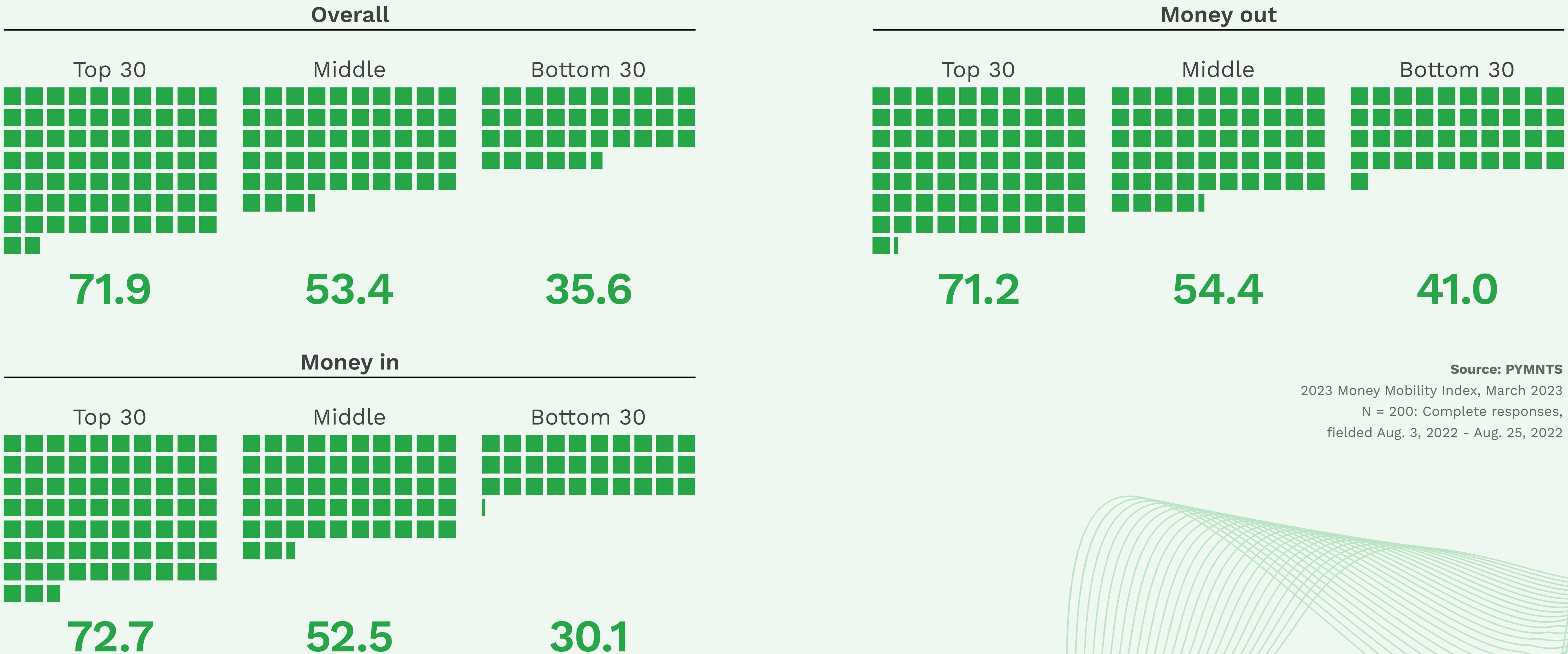
As that implies, top-performing issuers still have some room to improve. Sixty percent of top performers report that customers depositing funds faced problems using security features, as did 33% of customers withdrawing funds. Transfer speed, meanwhile, remains a significant issue for bottom-performing issuers. Just 27% of these entities' customers say they have no problems with transfer speed for both sending and receiving money.

Top performers also excel in customer satisfaction because they offer their account holders a wider variety of payment alternatives. These issuers offer an average of approximately seven payment options for either money in or money out, while bottom performers offer just four for money in and five for money out. Moreover, top-performing issuers are more likely to offer 10 of the 15 different money-in payment methods and 13 of the 20 money-out payment methods we track.

FIGURE 2A:

How FinTech issuers measure up

Index score, by type of transaction and issuer performance tier

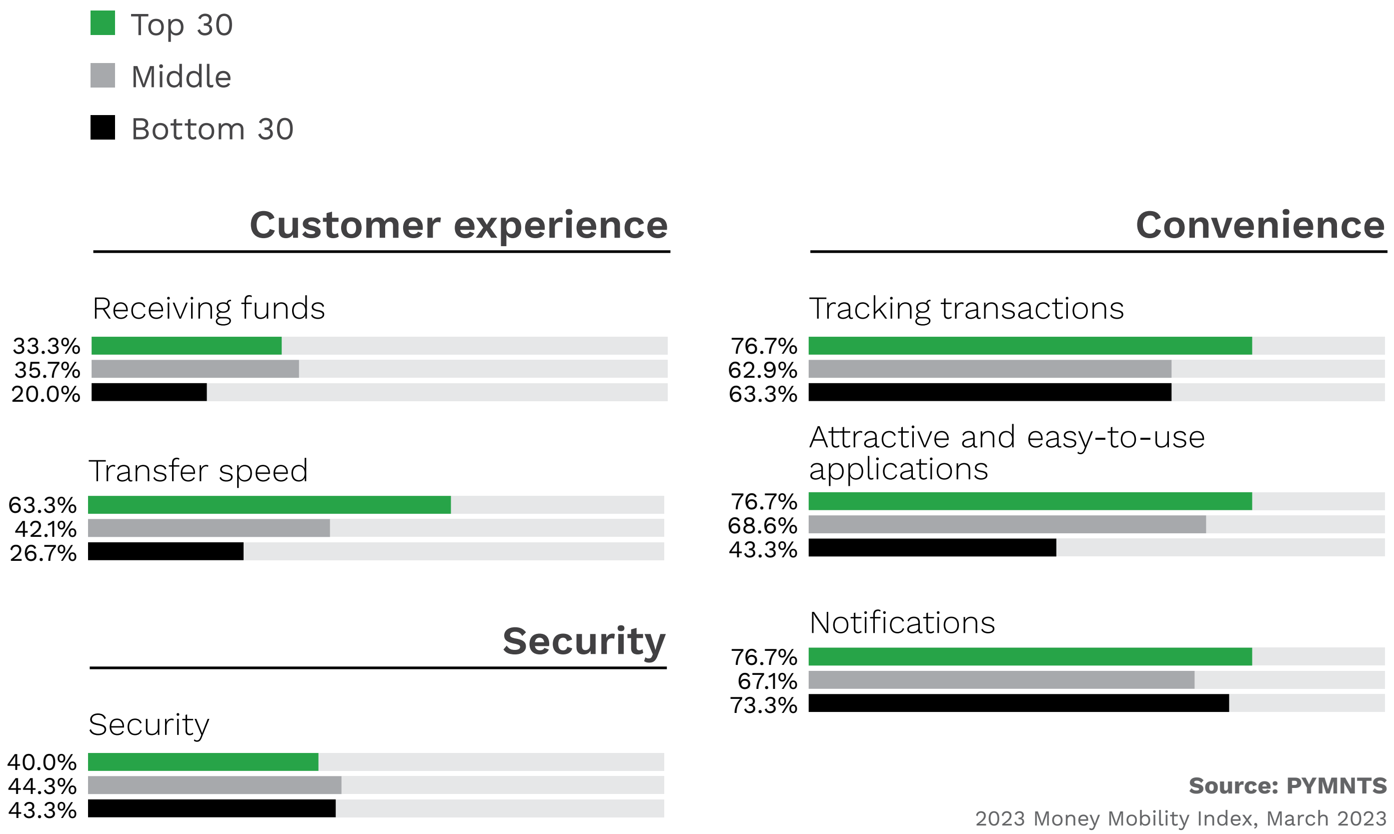


Source: PYMNTS
2023 Money Mobility Index, March 2023
N = 200: Complete responses,
fielded Aug. 3, 2022 - Aug. 25, 2022

FIGURE 2B:

How FinTech issuers measure up

Share of issuers that say their customers have no problems using select money-in features, by issuer performance tier

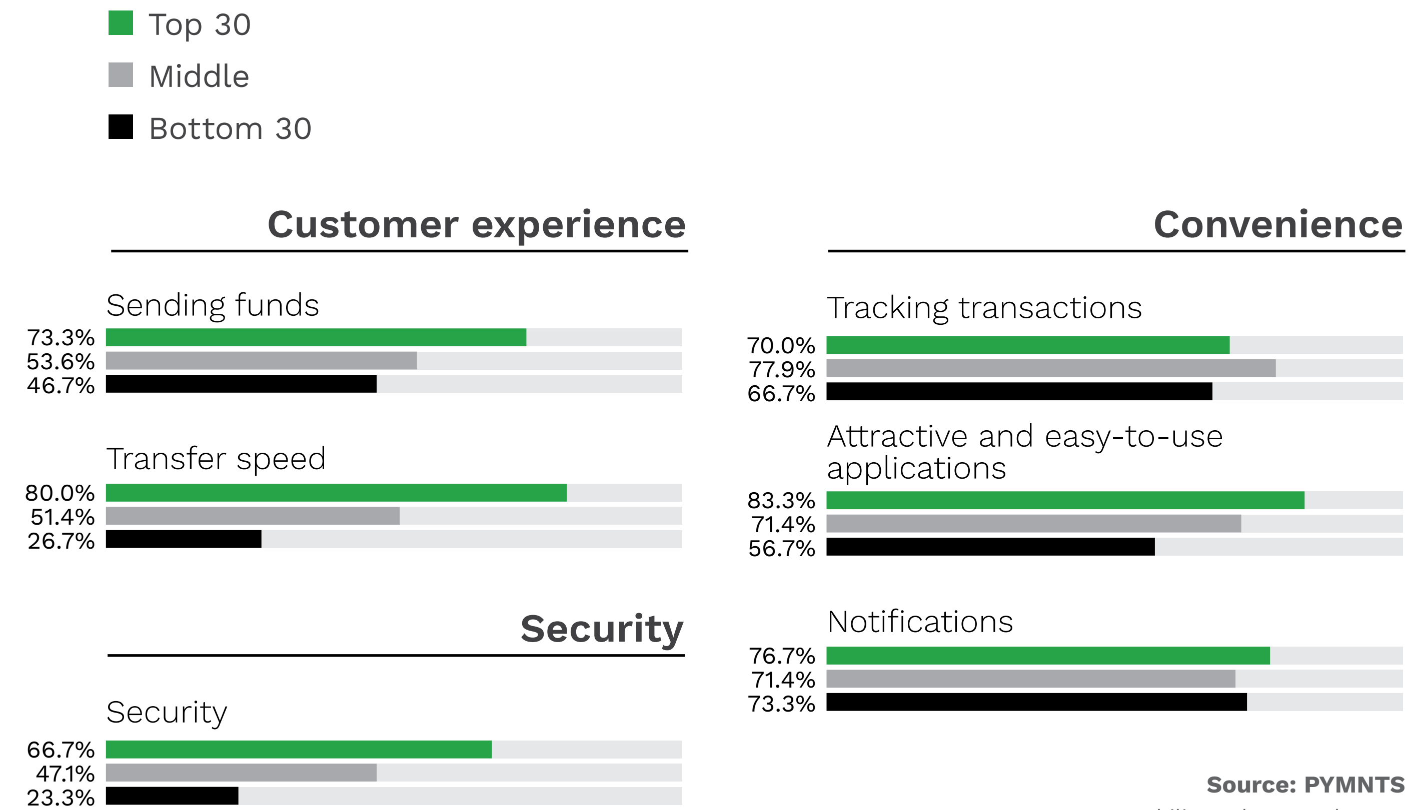


Source: PYMNTS
2023 Money Mobility Index, March 2023
N = 200: Complete responses,
fielded Aug. 3, 2022 - Aug. 25, 2022

FIGURE 2C:

How FinTech issuers measure up

Share of issuers that say their customers have no problems using select money-out features, by issuer performance tier

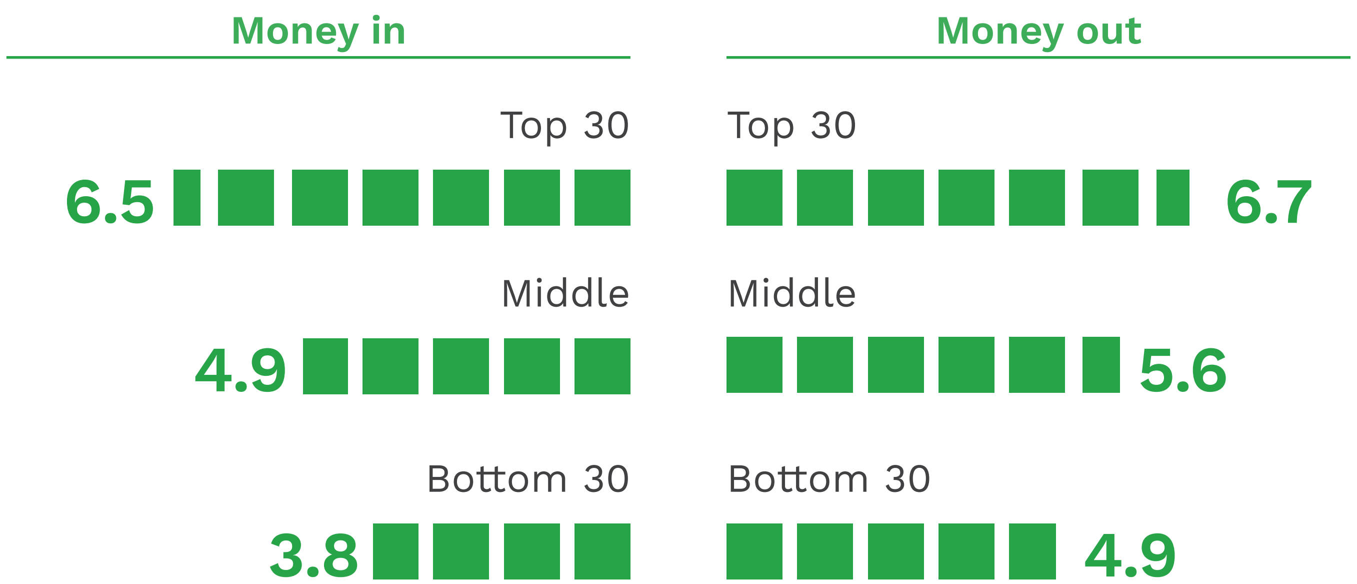


Source: PYMNTS
2023 Money Mobility Index, March 2023
N = 200: Complete responses,
fielded Aug. 3, 2022 - Aug. 25, 2022

FIGURE 2D:

How FinTech issuers measure up

Average number of payment methods, by type of transaction and issuer performance tier



Source: PYMNTS
2023 Money Mobility Index, March 2023
N = 200: Complete responses,
fielded Aug. 3, 2022 - Aug. 25, 2022

A closer look at the makeup of top-performing firms reveals that both large and small issuers are succeeding in customer satisfaction. Our study finds that 23% of the top-performing FinTech issuers generated more than $500 million in revenues, while 27% generated between $5 million and $10 million. This data suggests that a firm's size does not correspond to success, as the largest, those with more than $500 million in revenue, and the smallest, those with less than $10 million in revenue, we studied can both provide a better customer experience.

The largest FinTech issuers are the best at providing streamlined procedures to move funds into accounts: 57% reported that their customers face no problems when receiving funds. The smallest firms are the best in providing convenience options, such as money-out tracking capabilities and notifications: 79% reported that customers faced no problems with each feature.

Despite what one might assume about smaller firms' resources, these entities, in practice, have been slightly more able to offer available payment options. The largest FinTech issuers offer an average of five payment methods for money in and money out, while the smallest offer six for money out and five for money in.

TABLE 1A:

How FinTech size influences customer satisfaction
Index score, by type of transaction and issuers' annual revenue

	MORE THAN $500M	$100M - $500M	$10M - $100M	$5M - $10M
• Overall	55.4	49.3	53.3	55.0
• Money in	56.1	45.5	51.6	54.7
• Money out	54.8	53.1	55.5	55.2

Source: PYMNTS
2023 Money Mobility Index, March 2023
N = 200: Complete responses,
fielded Aug. 3, 2022 - Aug. 25, 2022

TABLE 1B:

How FinTech size influences customer satisfaction
Share of issuers that say their customers have no problems using select money-in features, by annual revenue

	MORE THAN $500M	$100M - $500M	$10M - $100M	$5M - $10M
Customer experience				
• Receiving funds	56.7%	18.2%	27.5%	36.8%
• Transfer speed	40.0%	42.4%	46.3%	40.4%
Convenience				
• Tracking transactions	66.7%	51.5%	67.5%	68.4%
• Attractive and easy-to-use applications	73.3%	60.6%	67.5%	63.2%
• Notifications	73.3%	57.6%	72.5%	70.2%
Security				
• Security	50.0%	54.5%	35.0%	45.6%

Source: PYMNTS
2023 Money Mobility Index, March 2023
N = 200: Complete responses,
fielded Aug. 3, 2022 - Aug. 25, 2022

TABLE 1C:

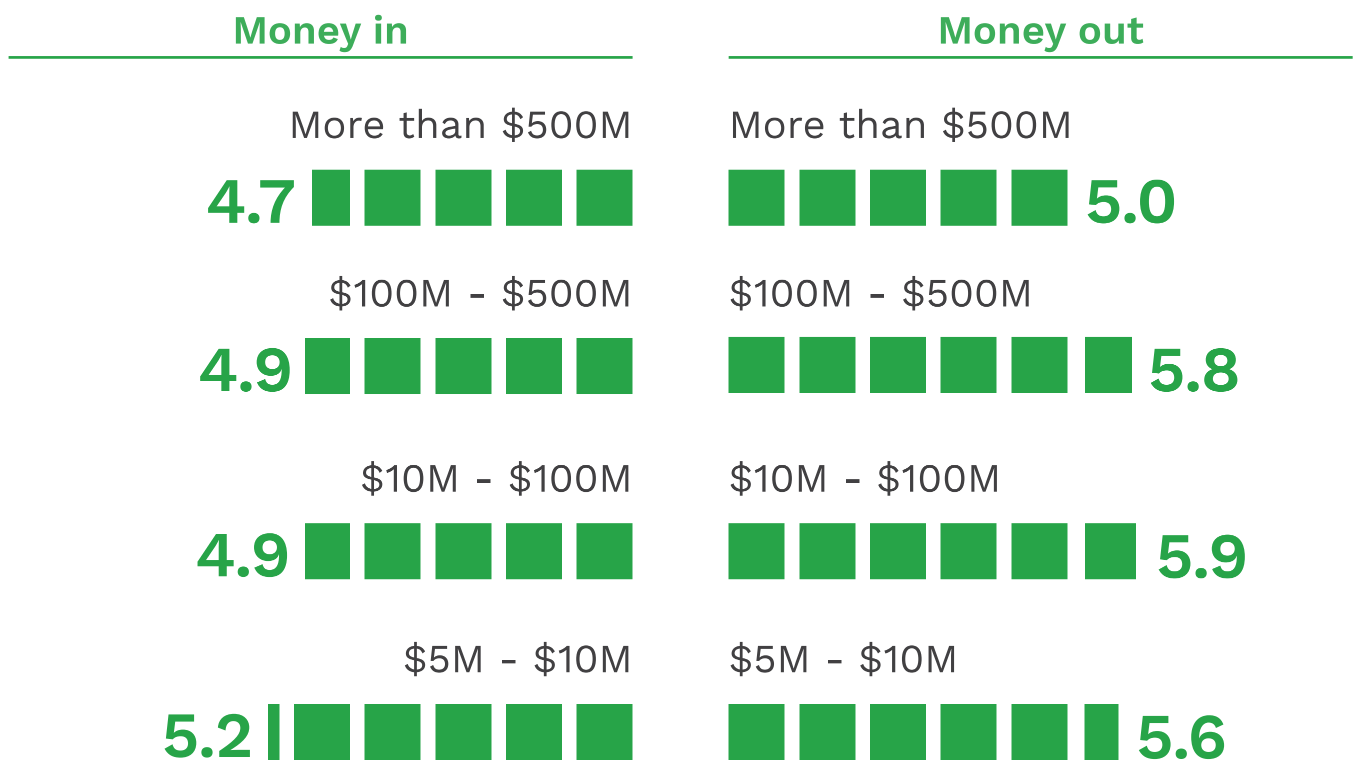
How FinTech size influences customer satisfaction
Share of issuers that say their customers have no problems using select money-out features, by annual revenue

	MORE THAN $500M	$100M - $500M	$10M - $100M	$5M - $10M
Customer experience				
• Sending funds	80.0%	78.8%	81.3%	75.4%
• Transfer speed	63.3%	39.4%	55.0%	49.1%
Convenience				
• Tracking transactions	73.3%	78.8%	71.3%	78.9%
• Attractive and easy-to-use applications	80.0%	69.7%	68.8%	70.2%
• Notifications	70.0%	66.7%	71.3%	78.9%
Security				
• Security	50.0%	39.4%	51.3%	42.1%

Source: PYMNTS
2023 Money Mobility Index, March 2023
N = 200: Complete responses,
fielded Aug. 3, 2022 - Aug. 25, 2022

FIGURE 3:

How FinTech size influences customer satisfaction
Average number of payment methods, by type of transaction and annual revenue



Source: PYMNTS
2023 Money Mobility Index, March 2023 N = 200: Complete responses, fielded Aug. 3, 2022 - Aug. 25, 2022

More, more, more

Instant payments options attract consumers

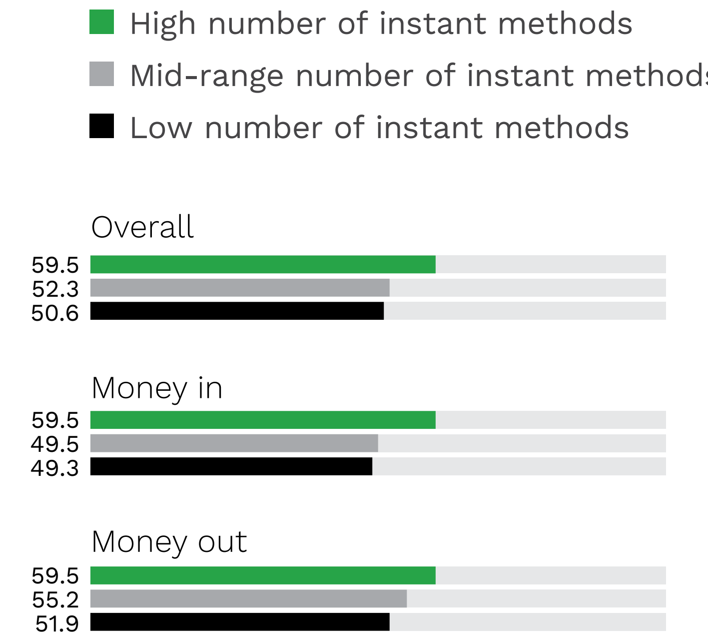
2023 MONEY MOBILITY INDEX

Real-time access to funds remains a leading expectation among account holders, and we find that the more instant payment options issuers provide, the more their customers are apt to use their accounts. In other words, our metrics find that greater money mobility, and, thus, a less friction-laden experience, translates into higher customer satisfaction.

Our study finds that issuers with many instant payment methods earned higher Index scores either for money in or money out. Issuers offering six or more instant payment methods, either for money in or money out, earn an average Index score of 59.5. Meanwhile, issuers with a mid-range number of three to five instant payment methods, either for money in or money out, earn an average Index score of 52.3. Issuers that offer two or fewer instant methods earned an average score of just 50.6.

FIGURE 4A:

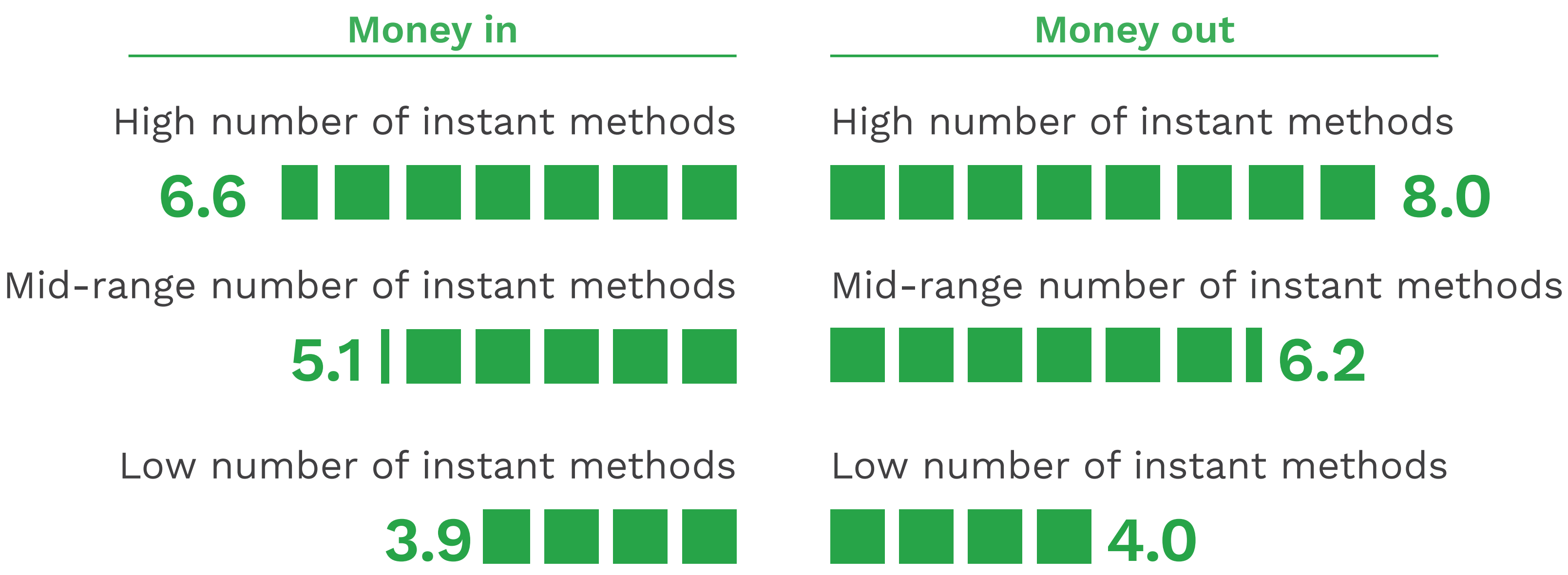
How instant payment availability influences customer satisfaction
Index score, by type of transaction and number of instant methods offered



Source: PYMNTS
2023 Money Mobility Index, March 2023
N = 200: Complete responses, fielded Aug. 3, 2022 - Aug. 25, 2022

FIGURE 4B:

How instant payment availability influences customer satisfaction
Average number of payment methods, by type of transaction
and number of instant methods offered



Source: PYMNTS
2023 Money Mobility Index, March 2023
N = 200: Complete responses,
fielded Aug. 3, 2022 - Aug. 25, 2022

59.5

Average Index score for issuers offering six or more instant payment methods, either for money-in or money-out transactions

Too much of a good thing?

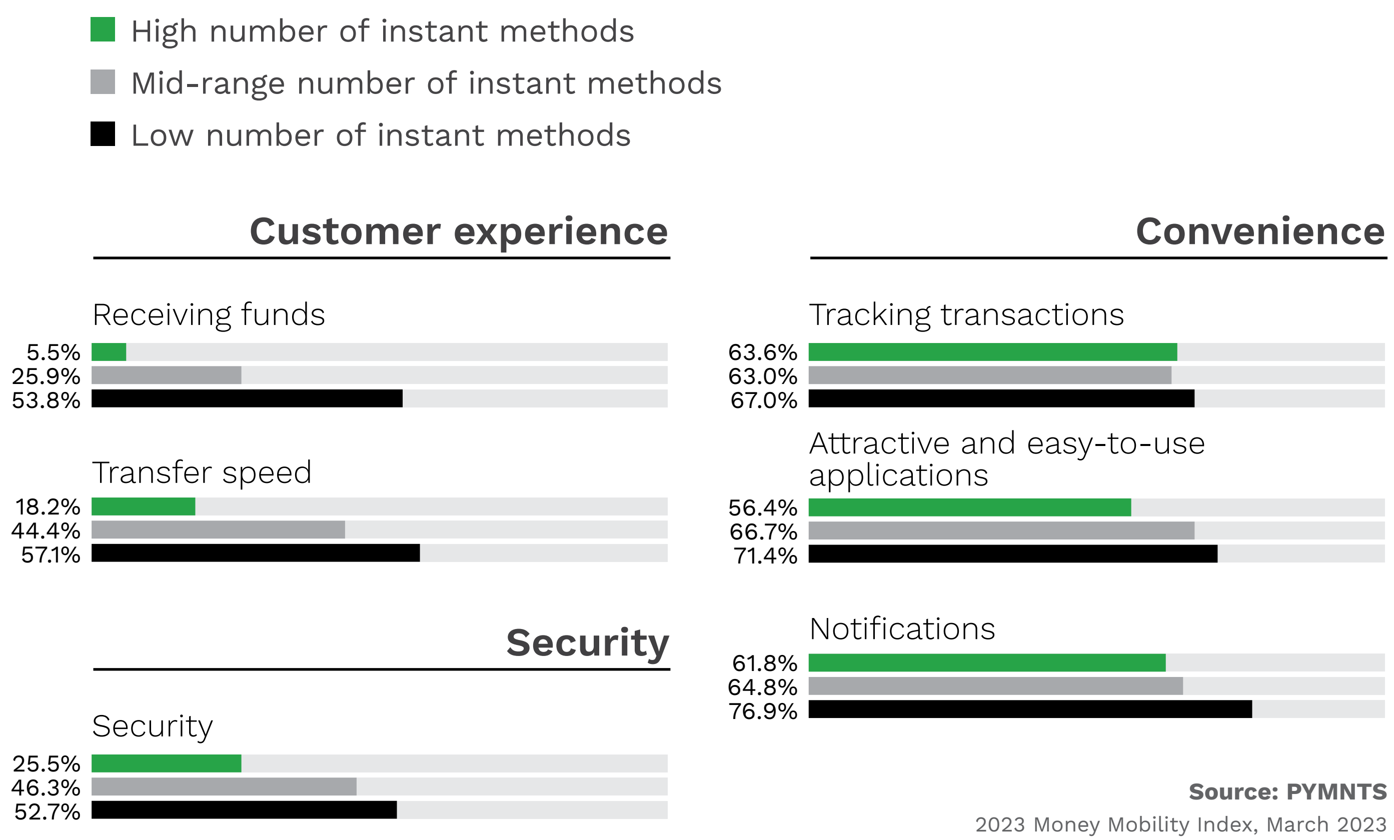
There is no doubt that instant payments are a crucial driver behind money mobility. Yet, our study finds that FinTech issuers offering a high number of instant payment methods may be missing the forest for the trees. User experience considerations may be lacking in the race to implement as many instant payment options as possible: Nearly all issuers offering six or more instant payment methods report that their customers face problems receiving money, at 95%. Although issuers offering two or fewer instant options generally garner less customer satisfaction, as determined by the MMI, this simplicity does seem to smooth the process, as just 46% report that their customers have trouble receiving money. Given consumers' particular care about money-in mobility, these user experience issues should be a priority for issuers expanding their instant payment selection.

Speed and security appear to be not yet optimized as well. Three-quarters of FinTech issuers that offer six or more instant payment methods also report that their customers have issues with security protocols. While 75% say their customers register complaints about their security systems preventing them from easily receiving funds, 76% say their security systems prevent them from easily sending funds. Also, among issuers offering a high number of instant payment methods, 82% report that their customers complain that transfer speed keeps them from easily receiving funds, nearly double the 43% of issuers offering two or fewer instant options reporting the same customer complaints.

2023 MONEY MOBILITY INDEX

FIGURE 5A:

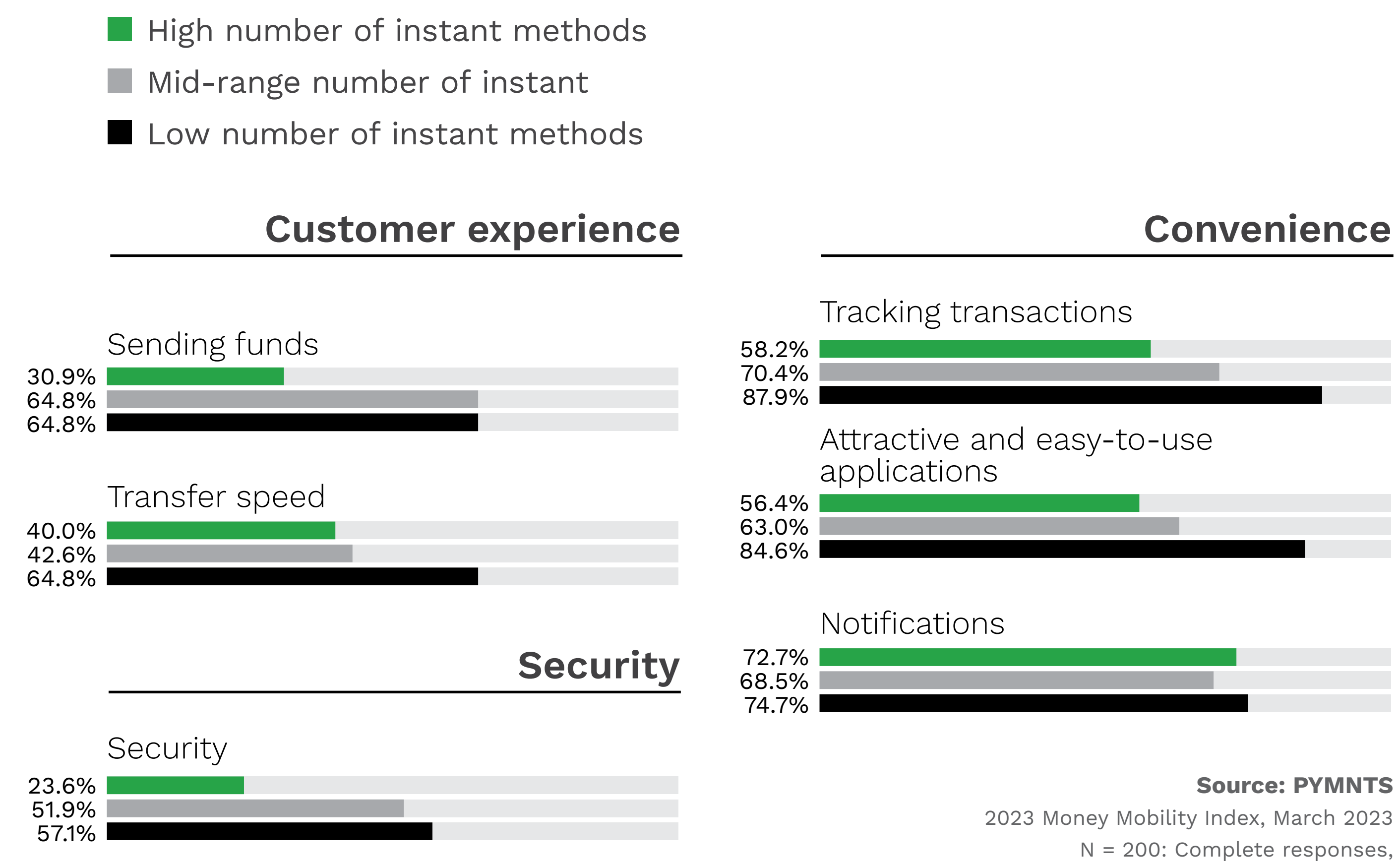
Impact of instant payment options on customer satisfaction
Share of issuers that say their customers have no problems using select money-in features, by number of instant payment methods offered



Source: PYMNTS
2023 Money Mobility Index, March 2023
N = 200: Complete responses,
fielded Aug. 3, 2022 - Aug. 25, 2022

FIGURE 5B:

Impact of instant payment options on customer satisfaction
Share of issuers that say their customers have no problems using select money-out features, by number of instant payment methods offered



Source: PYMNTS
2023 Money Mobility Index, March 2023
N = 200: Complete responses,
fielded Aug. 3, 2022 - Aug. 25, 2022

The result of a noble effort — maximizing the number of instant payment options — is too often an array of clunky and frustrating frictions that dampen the user experience and can chase away customers. As a result, FinTech issuers need to keep the whole challenge in mind: balancing the number of instant payment options they offer with the quality experiences consumers expect.

CONCLUSION

FinTechs have made inroads into the financial services arena, increasingly attracting digital-savvy consumers away from using traditional FIs for their banking needs, whether it be funds withdrawals, deposits or transfers between accounts. These upstarts promise money mobility — real-time and easy access to money-in and money-out transactions. Yet as the 2023 Money Mobility Index reveals, many FinTech issuers have not lived up to these expectations and have a lot of room for improvement. All FinTech issuers surveyed average a mediocre score, with top performers earning significantly higher. These top performers have in common a high level of customer satisfaction with both money-in and money-out transactions and the availability of more payment options. Bottom performers are more apt to report that their customers face funding and transfer speed issues. FinTech issuers looking to attract and retain customers must continue to streamline, removing the frictions from money-in operations that frustrate consumers while guaranteeing that all transactions occur in a timely and secure fashion. Instant payment options are also a must-have, but again, FinTechs must ensure that the consumer experience is secure and frictionless if they are going to grow their customer base — and they have a long way to go.

Methodology

The 2023 Money Mobility Index is based on two surveys. The first was a census-balanced survey of 3,633 customers across the United States conducted between June 9, 2022, and June 23, 2022, on what consumers want and expect from the organizations through which they complete transactions. The second was conducted between Aug. 3, 2022, and Aug. 25, 2022, surveying 200 executives from U.S. FinTechs working in the areas of payment products or services for consumers and finance or financial operations that generate revenues of $5 million or more on how satisfied their customers are with the money movement capabilities they provide.

ABOUT

PYMNTS

PYMNTS is where the best minds and the best content meet on the web to learn about "What's Next" in payments and commerce. Our interactive platform is reinventing the way in which companies in payments share relevant information about the initiatives that shape the future of this dynamic sector and make news. Our data and analytics team includes economists, data scientists and industry analysts who work with companies to measure and quantify the innovation that is at the cutting edge of this new world.

Ingo Money is transforming the way enterprises, banks and businesses move money with embedded instant payments and payouts. Founded in 2001, it powers digital account funding and transfers, cross-platform P2P and disbursements of all kinds — payroll, commissions and tips, rebates and incentives, insurance claims, loan proceeds, legal settlements, gaming winnings, bill payment and more. With the industry-leading payments gateway, Ingo provides senders and recipients with unmatched choice in how they pay and get paid and protects clients from the risk of real-time money movement with proprietary, network-wide risk and fraud AI, authentication tools, real-time transactional underwriting and funds guarantees. Headquartered in Alpharetta, Georgia, Ingo employs over 250 payments experts and serves some of the largest brands in North America.

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