

USAA Continues to Set Industry Standard for Mobile Financial Tools; Discover and U.S. Bank Rank 2nd and 3rd

A new Competitive Index Report published by Key Lime Interactive combines consumer survey with expert review and identifies USAA as the leader in mobile credit card solutions.

Miami, FL ([PRWEB](#)) June 01, 2015 -- When 65% of Americans report that they frequently access their credit card details on their mobile phone, banks take notice and identify this as an opportunity to improve consumer adoption and loyalty. Key Lime Interactive (KLI), a leader in consumer and user research, has identified features and capabilities that must be included in a successful credit card carrier's mobile app and site.

In a Q1 release of their bi-annual Mobile Credit Card Competitive Index, KLI researchers systematically ranked nine North American credit card carriers including American Express, Bank of America, Capital One, Chase, Citibank, Discover, USAA, U.S. Bank and Wells Fargo.

The outcome followed historical trend: USAA continued to hold strong in the #1 spot in all categories including mobile site, iPhone and Android app. The report detailed that USAA continues to achieve this ranking because of their successful inclusion and execution of key categories such as account details, management and settings, fraud protection & security, and financial management tools.

Interestingly, according to the survey results featured in this index report, less than half of mobile credit card users stated they found their experience on mobile to be satisfactory. Reasons for consumer dissatisfaction vary and include a financial institution's selection of available features, ease of use, site/app performance and technical difficulties.

“Mobile site and/or app elements that are reported to be unsatisfactory are critical for a financial institution to pay attention to,” reports Dana Bishop, Director of Quantitative Research at KLI and report co-author. “We pair such opportunities with details of best-in-class examples to deliver a report that serves as a strong foundation for innovation and a clear path to best support consumers.”

“This will be the first release of its kind. Key Lime Interactive is setting the standard for Credit Card Competitive Indices and using a unique platform to rate them,” reports Bishop. Although this is a debut report for the credit card industry, banks have been taking advantage of the opportunities that KLI delivers in similar reports for several years. For example, many purchasers are actively use the Mobile Banking Competitive Index to develop their mobile roadmap.

Methodology

KLI's methodology is unique because it incorporates consumer preferences. They combine a capabilities assessment with user feature importance. An important part of the analysis is a 500-person survey of smartphone owners. The survey prompts the identification of features and capabilities that individuals consider critical for a successful experience. KLI's intent in creating this third-party syndicated report is to:

1. Provide consumer driven data to help guide financial institutions as they prioritize features to implement. This guidance is based on the Consumer Value as of January 2015.
2. To summarize how the companies differentiate themselves from their competitors through the capabilities



and features they offer.

Scores in categories that consumers consider the most important are weighted more heavily than those in categories deemed less important. As a result, credit card companies that provide their customers with what they desire most receive the highest scores.

Trends and Innovations

KLI's research team believes that financial institutions that make innovation a strategic priority, and who are dedicated to investing in meeting consumer needs by delivering a best-in-class mobile experience, will gain market share. A new section to the report series titled "Trends & Innovations" is dedicated to taking a glimpse into the future; it highlights current trends and evolving consumer needs and preferences and predicts the most noteworthy elements to consider when endeavoring to provide a wholesome and successful user experience in the coming months and years.

To learn more, view a 30-minute webinar [here](#).

To purchase the published report, please reach out to Key Lime Interactive for more information at [sales\(at\)keylimeinteractive\(dot\)com](mailto:sales@keylimeinteractive.com).

Researchers, Designers, Executives, Journalists and Bloggers in the Finance, Credit Card and Banking Industry are encouraged to contact Key Lime Interactive with any additional questions.

About Key Lime Interactive

KLI is a user experience research firm with proven excellence in both quantitative and qualitative user and consumer testing. To serve our growing client list of Fortune 100 companies, we conduct competitive research, true intent / voice of customer studies, and prototype studies using quantitative methods. Additionally, we're experienced in moderating one-on-one interviews/ usability studies, focus groups, and eye-tracking studies for both the traditional and mobile web. Ultimately, our goal is to empower teams to use consumer/user experience data at any and all phases of product development; from strategy to implementation. We aim to provide the true perspective of target users and build exceptional consumer-driven solutions.



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