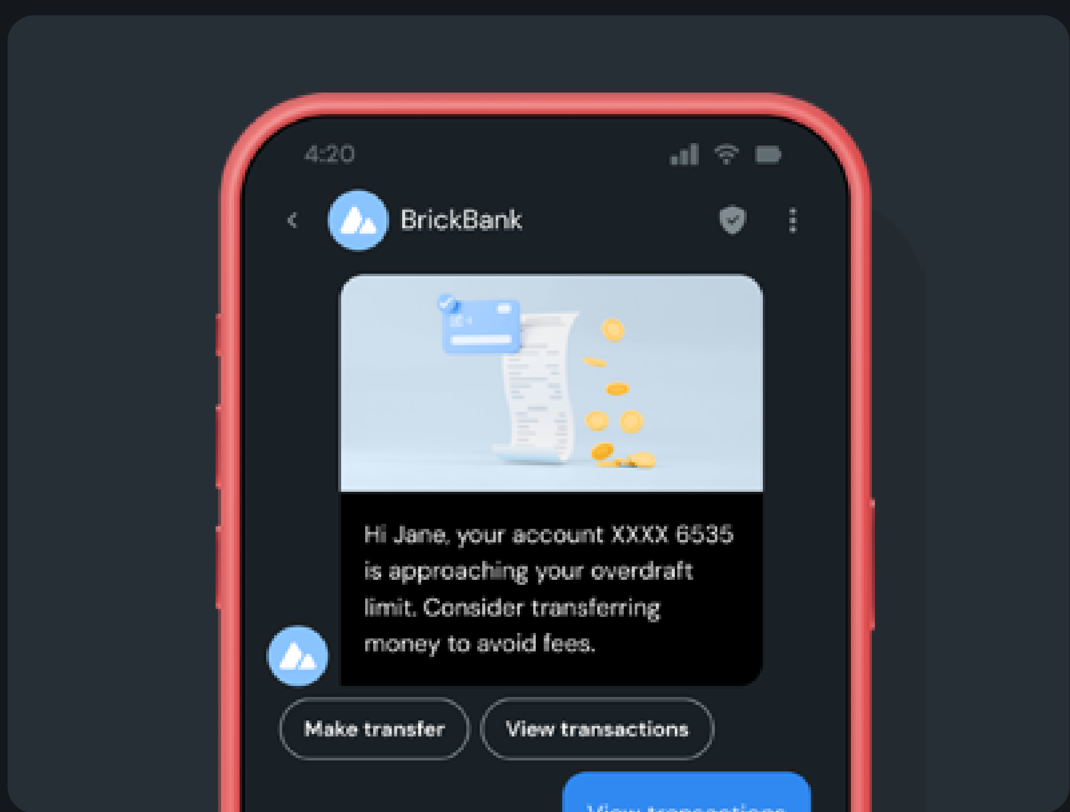
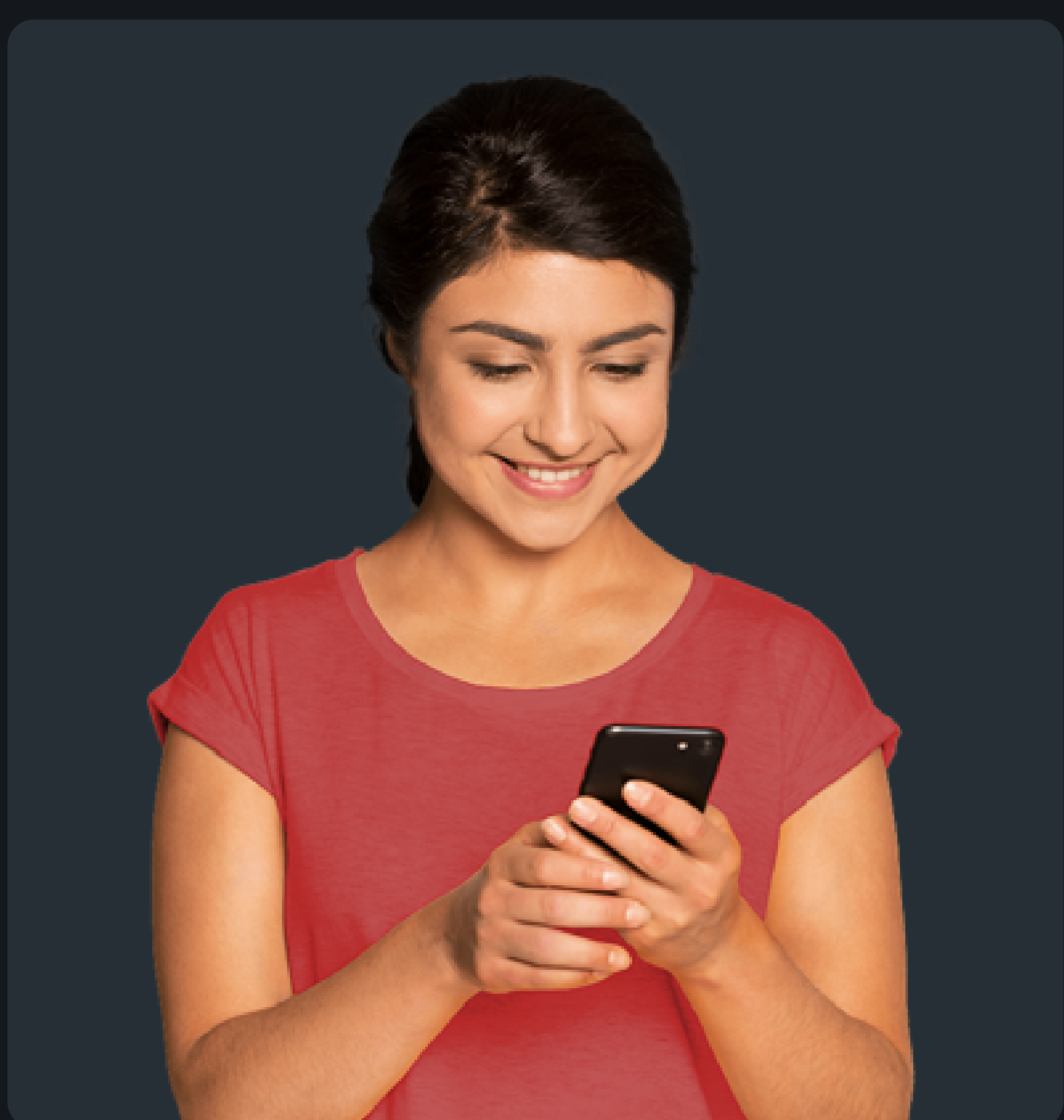
The state of financial services communications

Keeping people engaged, informed, safe, and happy





2025

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INTRODUCTION

Clear communications for uncertain times

Customer communications in financial services are under pressure from all directions. People expect timely, relevant updates delivered on the channels they prefer. At the same time, the consumer finance industry faces tight regulations, outdated systems, and questions about how to take advantage of emerging technologies.

Meanwhile, economic uncertainty and market instability can create a complex environment for everyone. Financial services (FinServ) companies can take on these challenges and meet expectations with messages that keep people **engaged, informed, safe, and happy**. Sinch believes these are the four pillars of customer communication.

Engaging messages capture attention while driving adoption of financial products and services. Informational messages keep users updated on their personal finances. Safe messages protect identities, data, and accounts. Supportive, service-led messages help customers feel confident, cared for, and ultimately – happy.

Sinch surveyed 2,800 global consumers and 400+ FinServ business leaders to uncover the state of digital customer communications in 2025. Throughout this report, you'll see how the four pillars support a solid customer communications strategy. Use the research and advice in this report as a guide that aligns your communications with what your customers and clients truly need and want.

Engaged

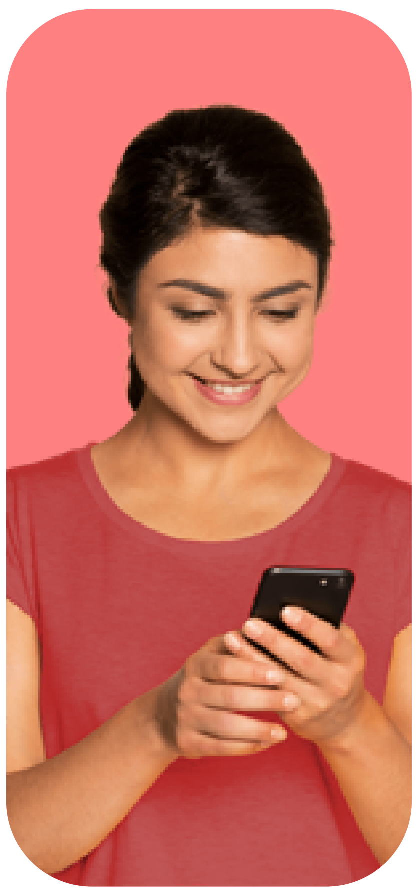
Marketing campaigns

Drive revenue through relevant, timely, and personalized campaigns.

Informed

Customer updates

Boost operational efficiency and satisfaction with helpful notifications and alerts.



Safe

Identity and Verification

Easily verify credentials with one-time passwords and multi-factor authentication.

Happy

Customer service

Increase loyalty with five-star pre- and post-purchase support on any channel.

Opportunities and challenges in financial services

While financial institutions and other FinServ companies have little to no control over the economic climate, they can control how they communicate with the people they serve.

An important part of that is choosing the right channels and methods for delivering customer communications to the right people at the right time. Of course, that's often easier said than done.

Let's begin the exploration of the state of FinServ communications with a look at the big picture. That includes identifying the opportunities to enhance and expand digital customer communications as well as understanding the roadblocks you're navigating on the path to keeping people engaged, informed, safe, and happy.

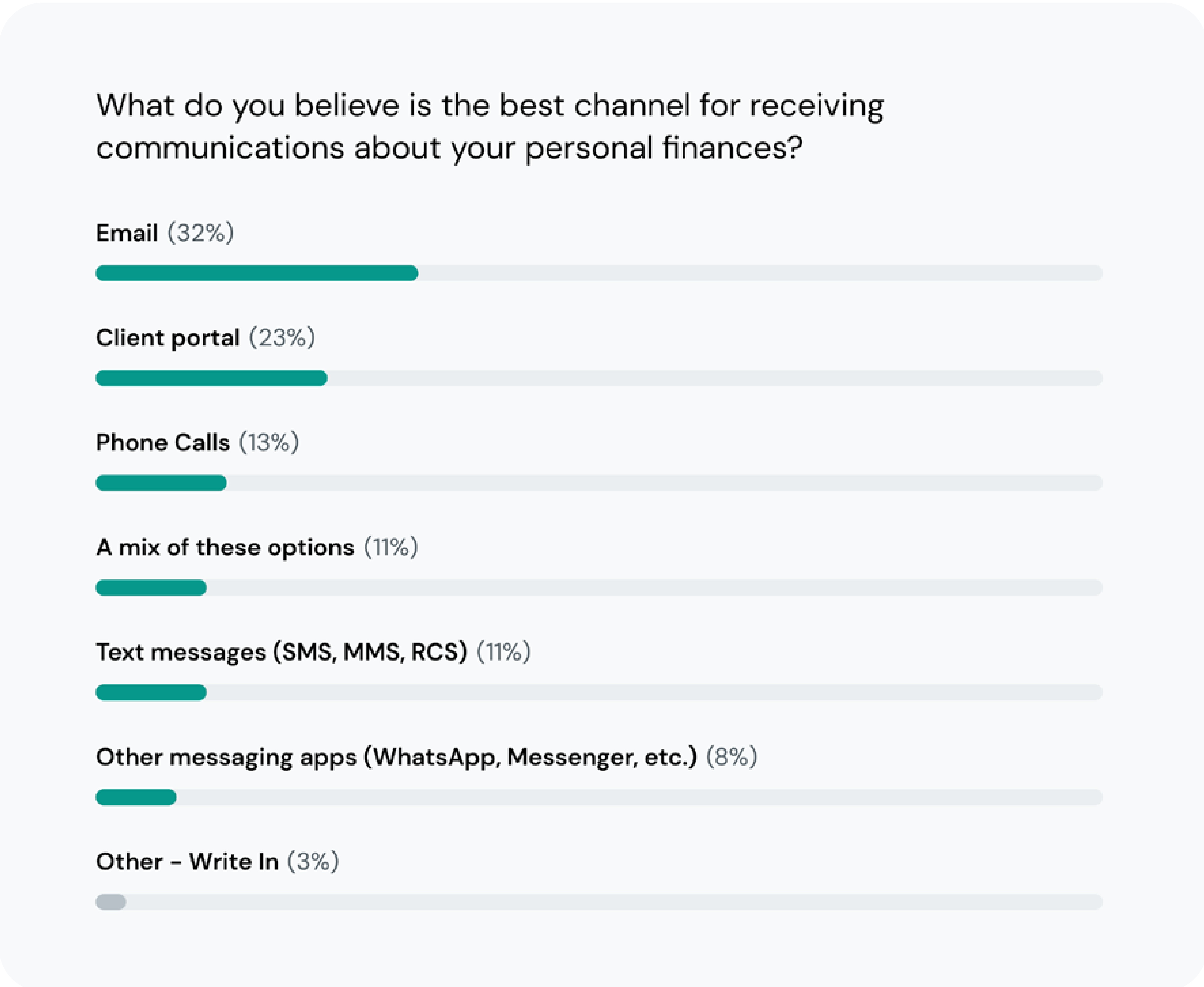
The reality is that many financial services organizations are still dealing with fragmented channels, slow response times, and one-size-fits-all messaging. People notice, and they tend to choose the brands that get it right. Consistency, personalization, and trust are no longer 'nice-to-haves' in FinServ customer communication. They're the baseline."

Alejandro Murcia
Director of Financial Services, Sinch

FinServ communication preferences

Sinch’s research into customer communications included 2,800 consumers and more than 400 business leaders from financial institutions and others in the consumer finance space. Industry respondents included those who make decisions around communication strategy.

Let’s start with a general look at consumer preferences. Which channel do people believe is best for receiving messages about their personal finances? **Email (32%) is preferred by nearly one-third of consumers** in our survey. Another 23% would rather check messages in a client portal while 13% prefer a phone call and 11% selected text messaging.



Another **11% would prefer a mix of these communication channels**. Those consumers likely understand the reality of the situation: Certain circumstances call for messages to be delivered on certain channels.

In other words, what you’re sending to your customers and clients may require different channels depending on the nature of the message and the preferences of the individual.

What channels are used in financial communications?

Banks, credit unions, and any organization dealing with consumer finances can't simply choose the most popular channels. They need to meet the expectations of everyone they serve and clearly communicate a wide range of messages. That calls for a diverse mix of channels.

Our research found that, while email tops the list at 79%, most FinServ respondents said they also use SMS (67%) and the voice channel (63%) to communicate with customers. Even though many messages are ideal for the email inbox, sometimes you need the timeliness of text messaging or the reassurance of a phone call.

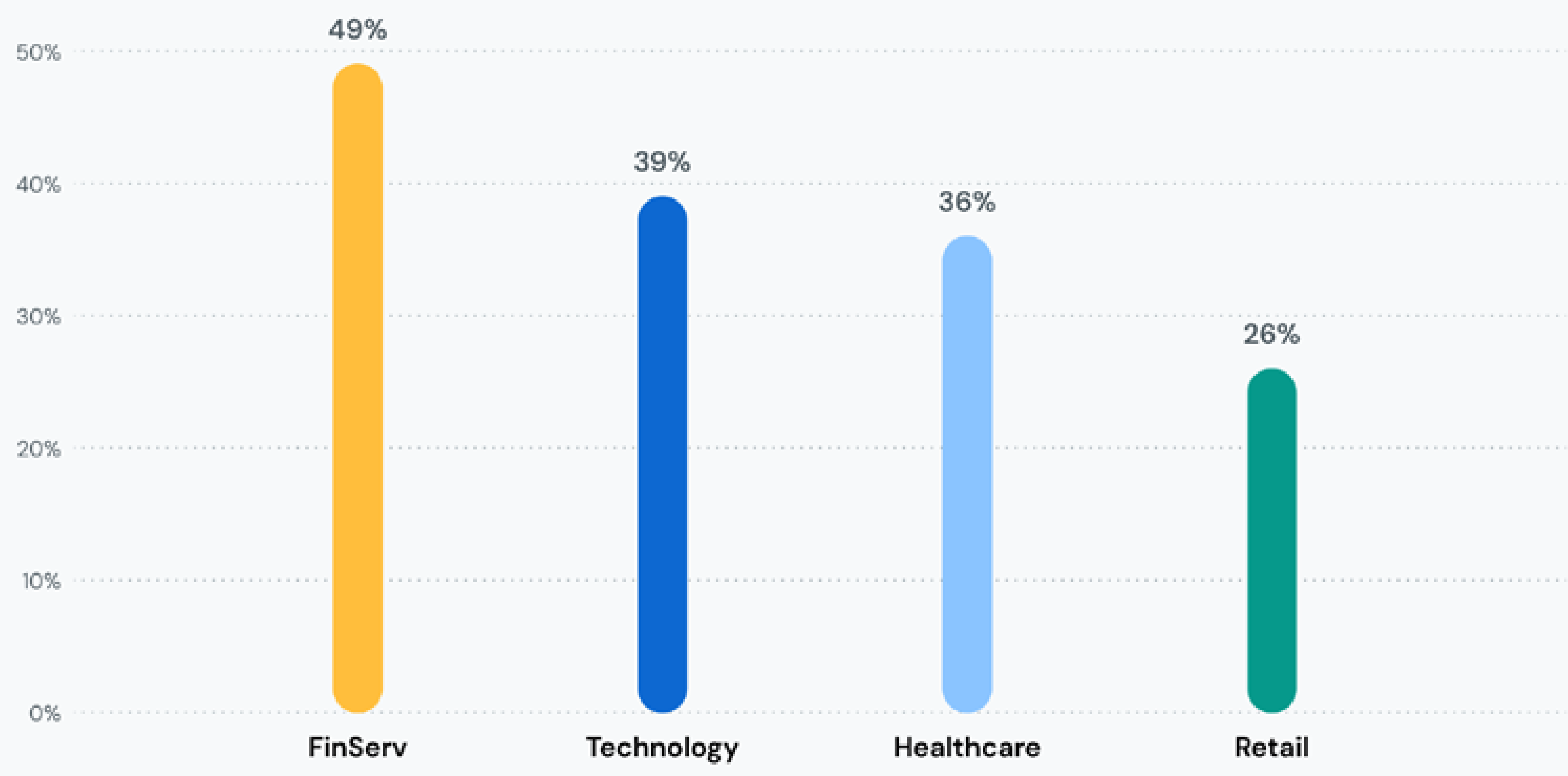
In addition to the three traditional channels of email, SMS, and voice, more than half of respondents said their organizations also use chatbots and in-app messages delivered on customer-facing portals/applications.

Just under half of FinServ participants (49%) said they're using RCS, also known as Rich Communication Services. RCS is like an upgrade to SMS that lets brands send interactive, app-like experiences directly to a user's default messaging app.

RCS for Business messages also come with branding and verification marks, which help consumers view them as more trustworthy. Perhaps because of this, FinServ brands seem to be early adopters of RCS.

Sinch conducted three separate surveys of other industries (retail, healthcare, and technology), and found that companies dealing with consumers' personal finances were the most likely to have already adopted RCS messaging.

Industry comparison of RCS use in customer communication



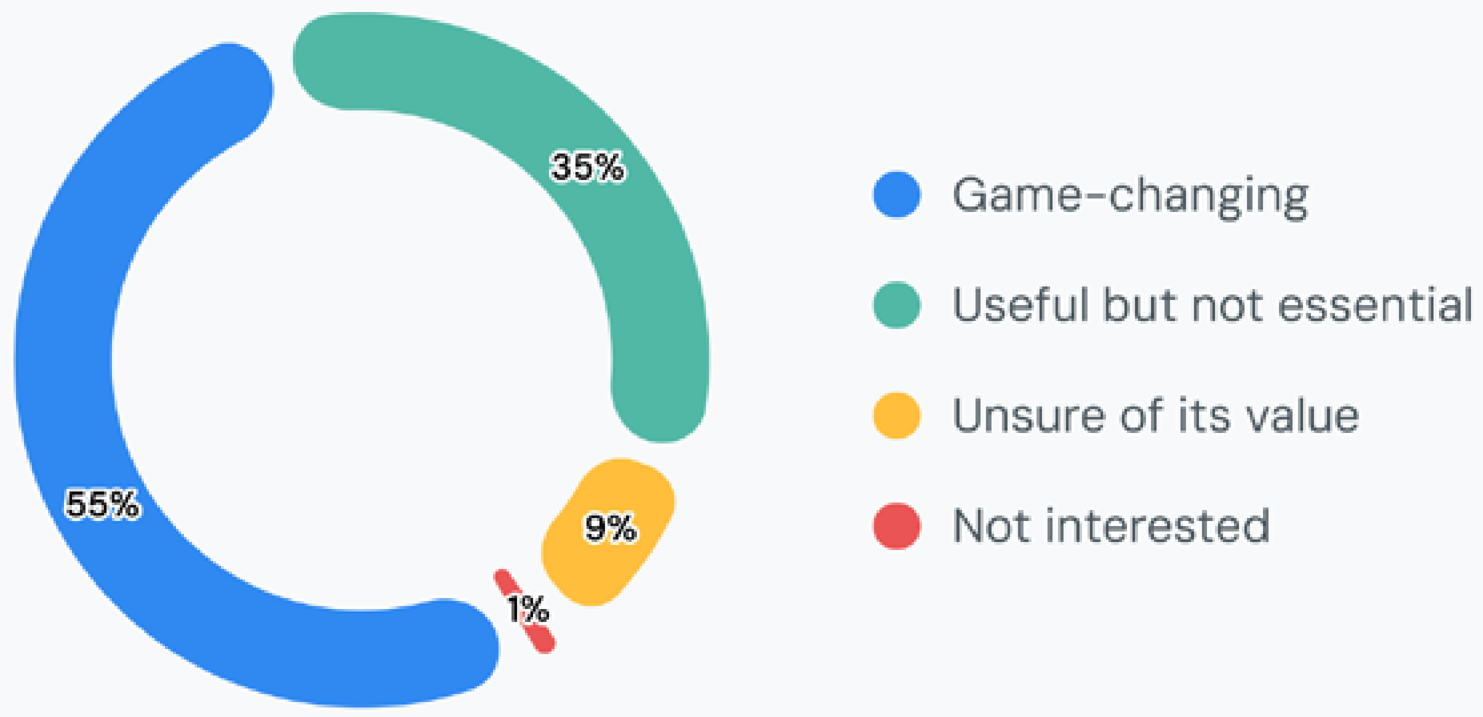
Based on our research, the next of the four industries most likely to be using RCS in customer communications is Technology at 39% – a full ten percentage points lower than FinServ. 36% of healthcare respondents and 26% of those in retail are using RCS messaging.

Nearly **70% of respondents from financial services told us they were familiar with the capabilities of RCS** while 25% are somewhat familiar, meaning only 5% have yet to hear about what RCS could do for their communications strategy.

FinServ views on RCS for Business

When asked about how it might impact customer communications in their industry, **55% of FinServ respondents described RCS as "game changing."** Another 35% believe RCS will be useful but may not be necessary. That leaves just 10% who are either unsure of or uninterested in using the messaging protocol.

How do you view the potential of RCS in improving communications in the consumer finance industry?

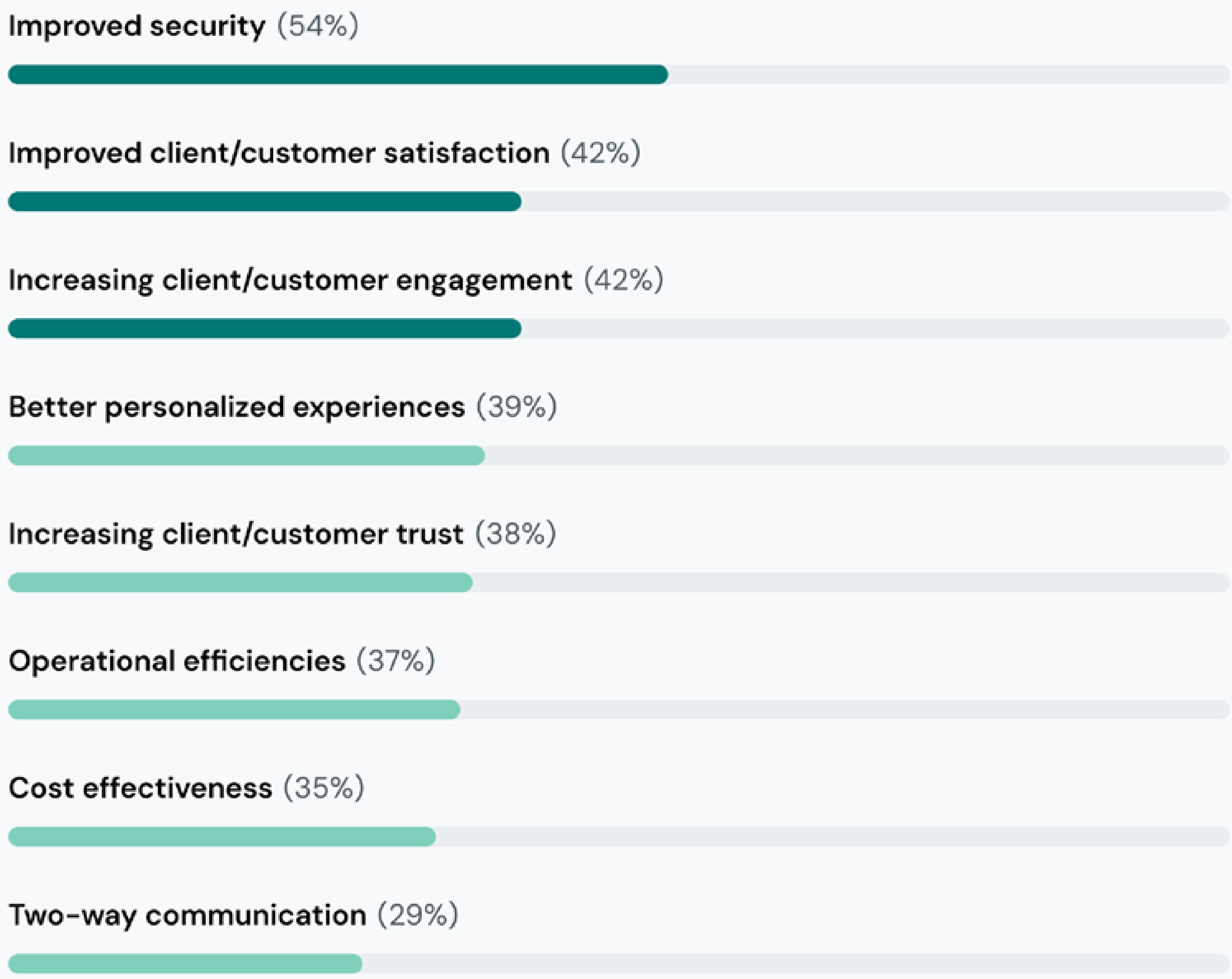


So, what makes RCS an advantage in the world of financial communications? We asked industry survey participants to select what they believe to be its biggest benefits.

When they selected up to three advantages, research revealed that **54% of FinServ respondents chose improved security as a benefit, making it the most popular option**.

What do you believe are the biggest potential benefits for using RCS in consumer financial services communications?

Respondents selected up to three



Improving customer satisfaction and increasing engagement with RCS tied for the next two most-selected options at 42%. Increasing trust and better personalized experiences were also chosen by nearly 40% of FinServ respondents.

You can find out more about RCS when you visit Sinch's online resource.

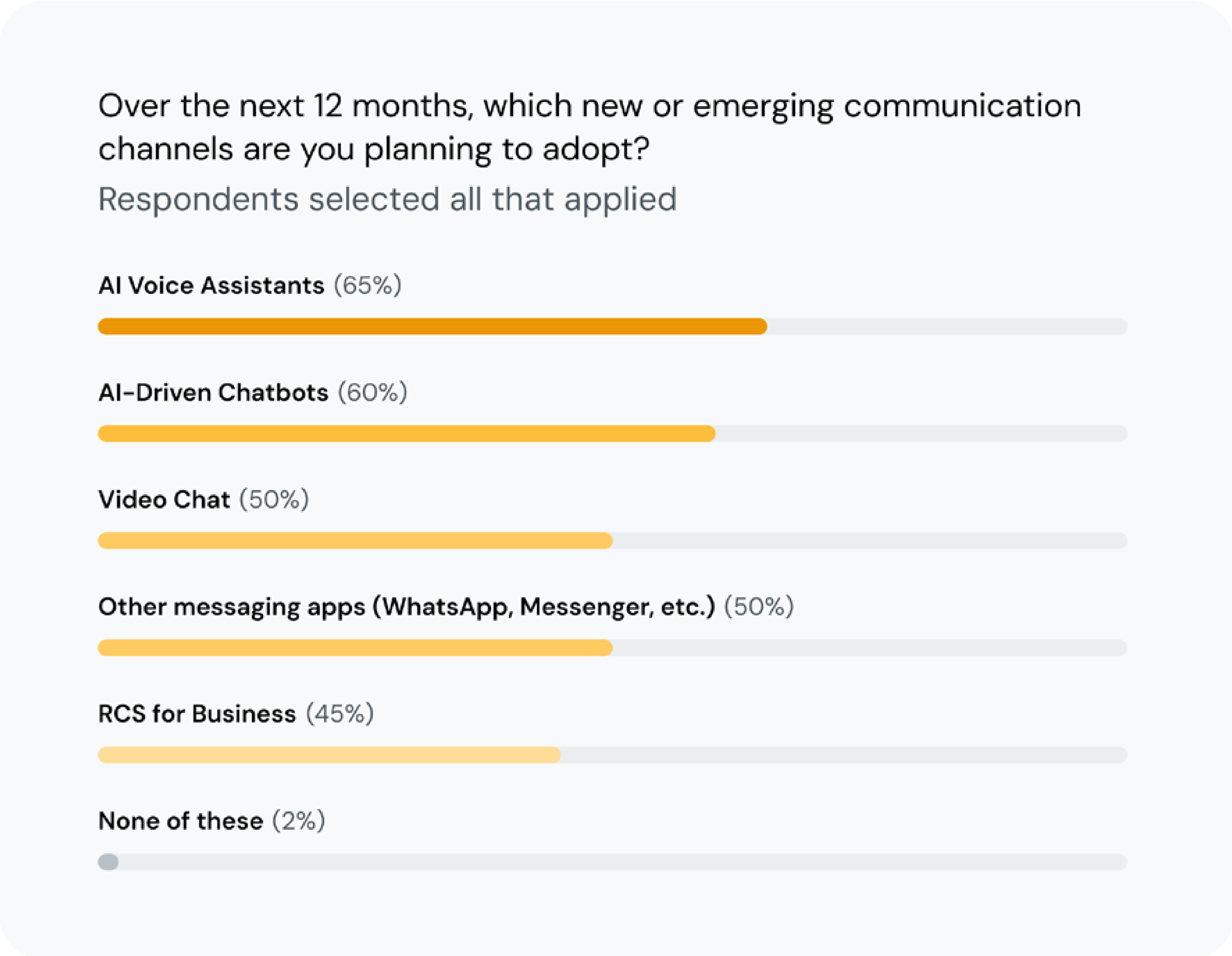
It explains how RCS is transforming customer communications by turning every text into an experience.

Emerging channels in financial communications

While nearly half of financial services respondents say they already use RCS, expect it to become a regular fixture in customer communications very soon.

Sinch's research found that **45% of those in FinServ plan to adopt or improve upon RCS in coming months**. However, that's not the only communication channel in which the consumer finance industry plans to invest.

AI Voice bots are part of the plan for 65% of respondents and 60% will invest in AI-powered chatbots. It's clear business leaders see opportunities to improve efficiency and the customer experience through artificial intelligence.



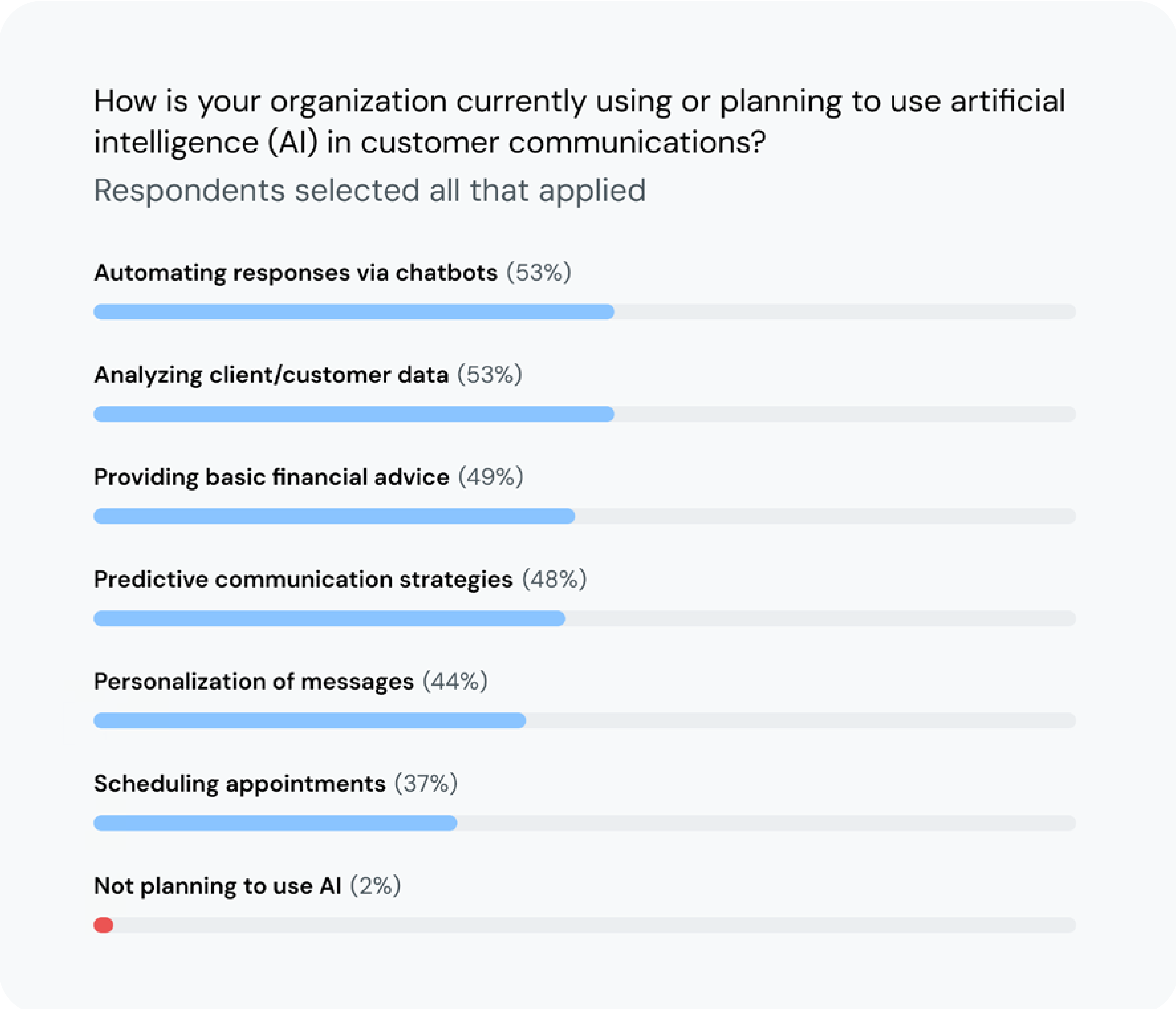
Close to half of FinServ business leaders say their organizations will also invest in video chats and other messaging apps, which include Meta products like WhatsApp and Messenger.

All told, **a mere 2% of FinServ respondents aren't planning to invest in emerging channels at all** over the next 12 months.

How is AI used in financial communications?

As interactions with artificial intelligence become part of daily life, including in consumer finances, how will FinServ companies take advantage of the technology for better customer communications?

Sinch's research shows that more than half will utilize AI chatbots to have conversations with users as 53% say they are or plan to use AI chatbots to deliver automated responses. The same number (53%) cite analyzing consumer data as a top use case.



Another 49% want to use AI to provide basic financial advice to customers while 48% chose predictive customer communications as a use case. The latter of these two involves using first-party data to anticipate the personal financial needs of clients and customers.

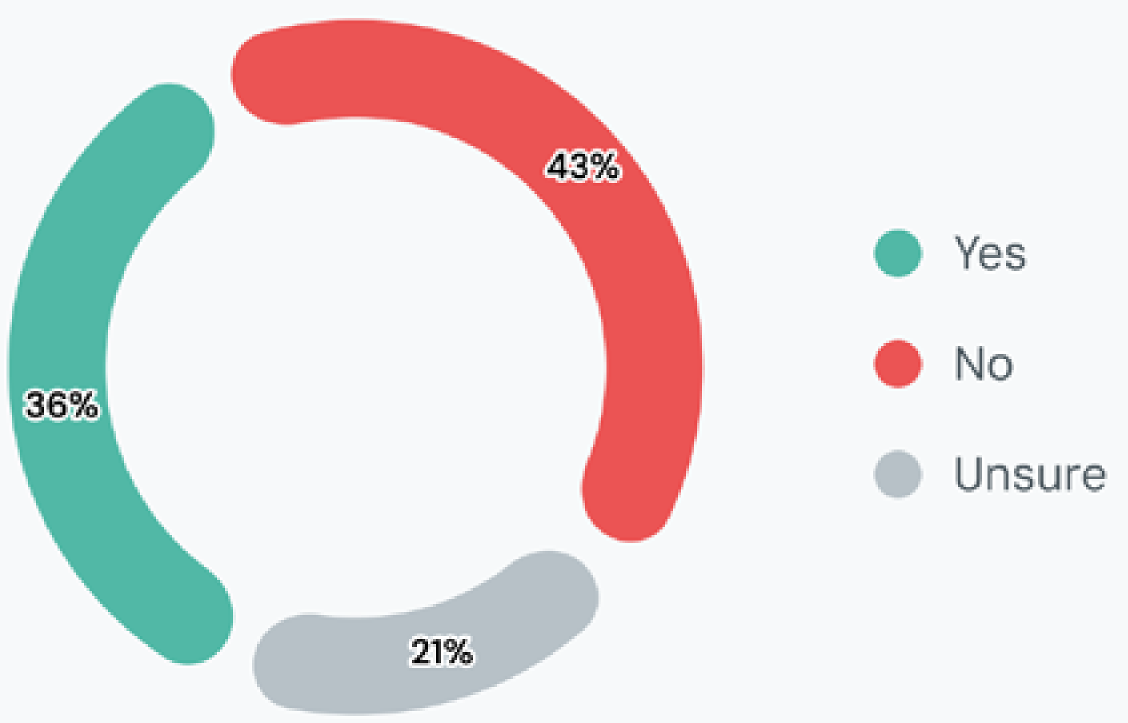
As with all emerging communications channels, only 2% of respondents do not plan on using AI in consumer finance communications. That means an impressive 98% will use the technology in some form.

How do consumers feel about AI and personal finances?

It is worth noting that some customers will be ready and willing to interact with AI solutions and others will not. Because financial matters are sensitive, some consumers understandably have reservations about trusting AI.

When asked if they'd use an AI solution that provided personal finance advice, 36% of consumers respondents said they would. Another 21% are unsure, but 43% would not want to use an AI chatbot for this purpose.

Would you use an AI-powered solution designed to provide personalized financial recommendations based on your situation, preferences, and finance goals?



Keep in mind, consumer sentiment around AI is changing just as quickly as this technology's capabilities. Plus, different types of consumers may be more (or less) willing to work with AI.

For example, here's how the consumer results break down by generation:

15%

of baby boomers would use an AI solution for personalized financial recommendations.

36%

of Gen X would use an AI solution for personalized financial recommendations.

53%

of millennials would use an AI solution for personalized financial recommendations.

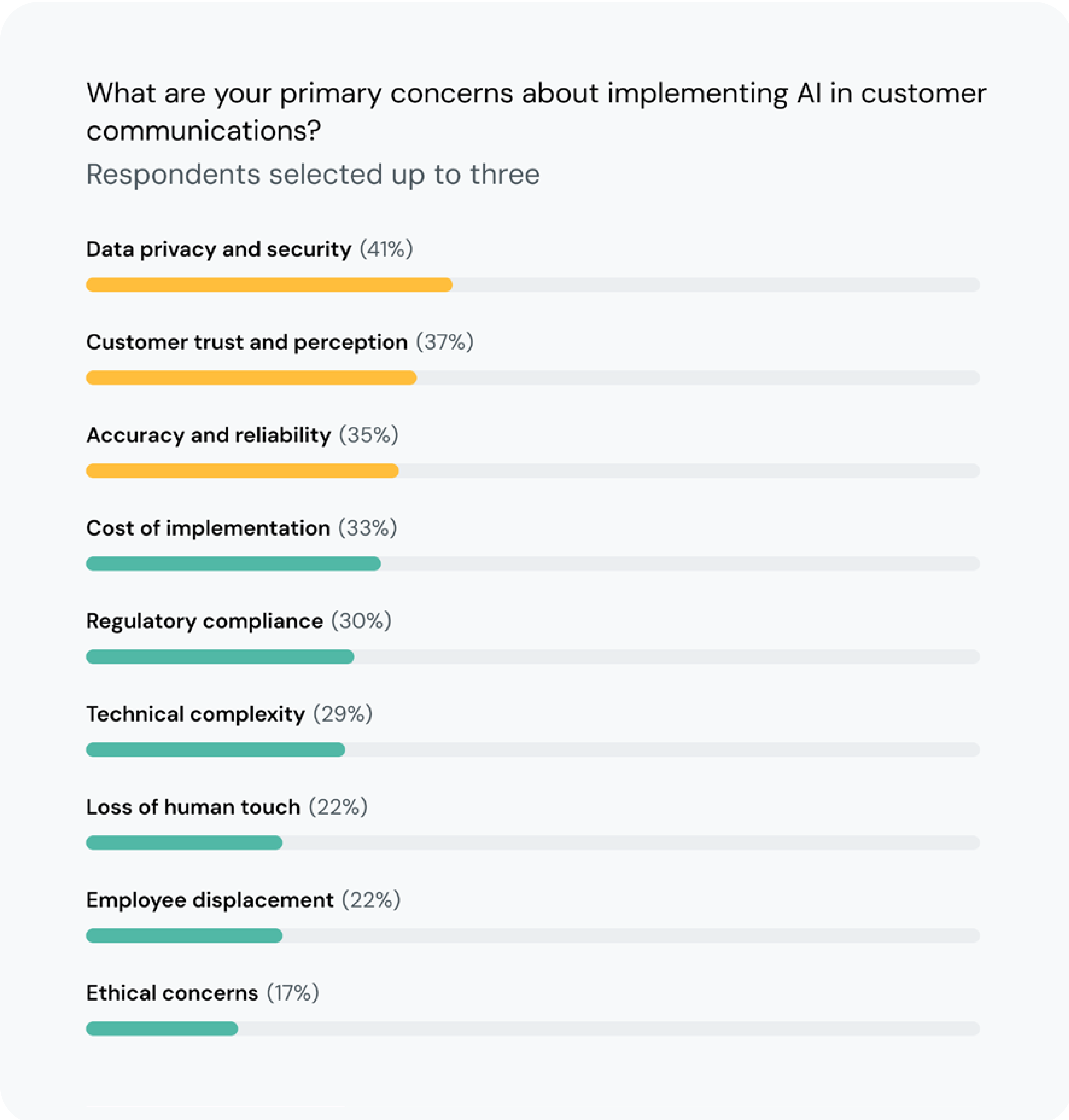
59%

of Gen Z would use an AI solution for personalized financial recommendations.

FinServ AI communication concerns

Consumers aren't the only ones with some hesitations around using artificial intelligence. FinServ respondents highlighted some of their reservations as well.

When asked to choose up to three issues, **the biggest AI concern for finance industry respondents is data privacy and security at 41%**. Obviously, financial data is sensitive and must be protected, because your customers' financial futures are on the line.



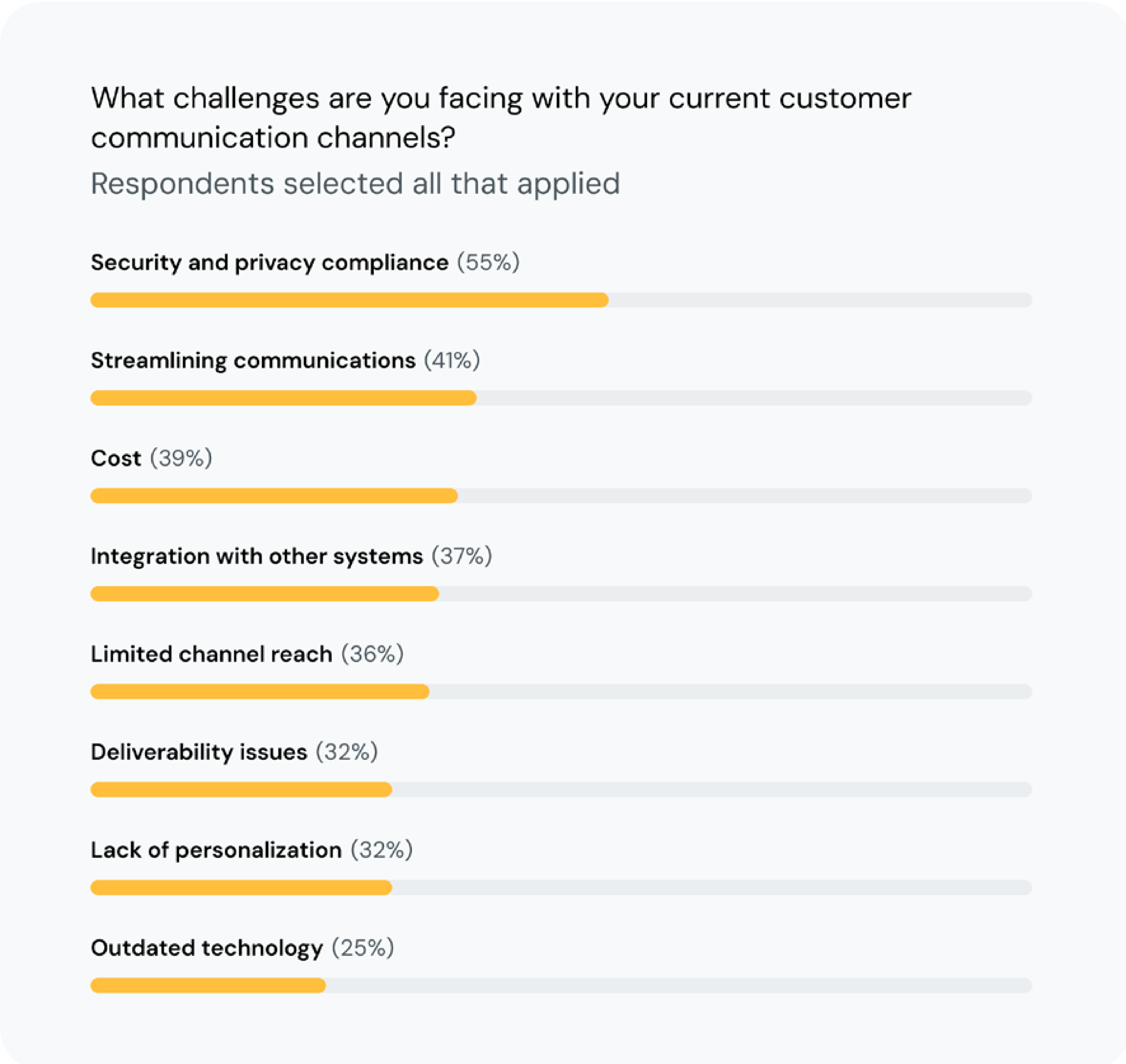
Rounding out the top three, 37% of FinServ respondents are concerned with customer trust and how people perceive AI. Another 35% are worried about the accuracy and reliability of artificial intelligence.

Despite these concerns, it's worth reiterating that **98% of those who took our financial services industry survey plan to implement AI into their customer communications**.

Consumer finance communication challenges

Artificial intelligence isn't the only area where FinServ respondents have concerns about keeping their customers safe. 55% of respondents also chose security and privacy as a top overall challenge for customer communications.

Streamlining communications (41%) to improve efficiency and efficacy is another challenge financial services companies are working to address while the cost of communications came in third (39%).



Yet another significant issue for financial communications involves integrating communication channels with other systems (37%).

There are actually three ways communications may be integrated:

1. Integrating communications with the tech stack.
2. Connecting different communication channels.
3. Integrating communications channels with a customer-facing app or client portal.

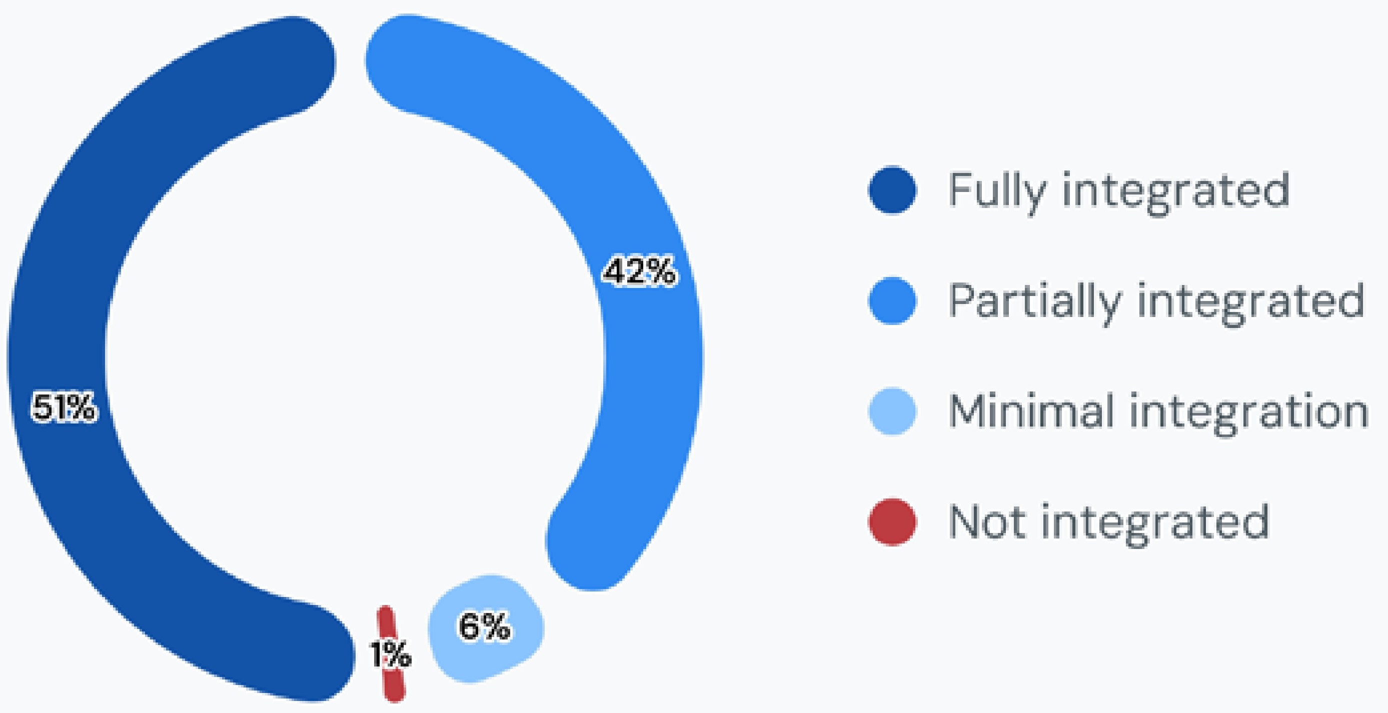
Let's take a closer look at the state of integration in these three areas.

Connecting financial comms with the tech stack

Many organizations work to integrate customer communications with other technology, including customer relationship management systems (CRMs) and marketing automation. In financial services, integration with fintech such as core banking systems may also be necessary.

When asked about the level of integration between customer communications and other technology systems, **51% claim they are fully integrated**. Another 42% say they are at least partially integrated. That leaves just 7% who are minimally or not integrated at all.

How well do communication channels integrate with your existing tech stack?



Financial services organizations **need to connect customer communications to their internal systems** to deliver the kind of timely, secure, and personalized experiences today's consumers expect.

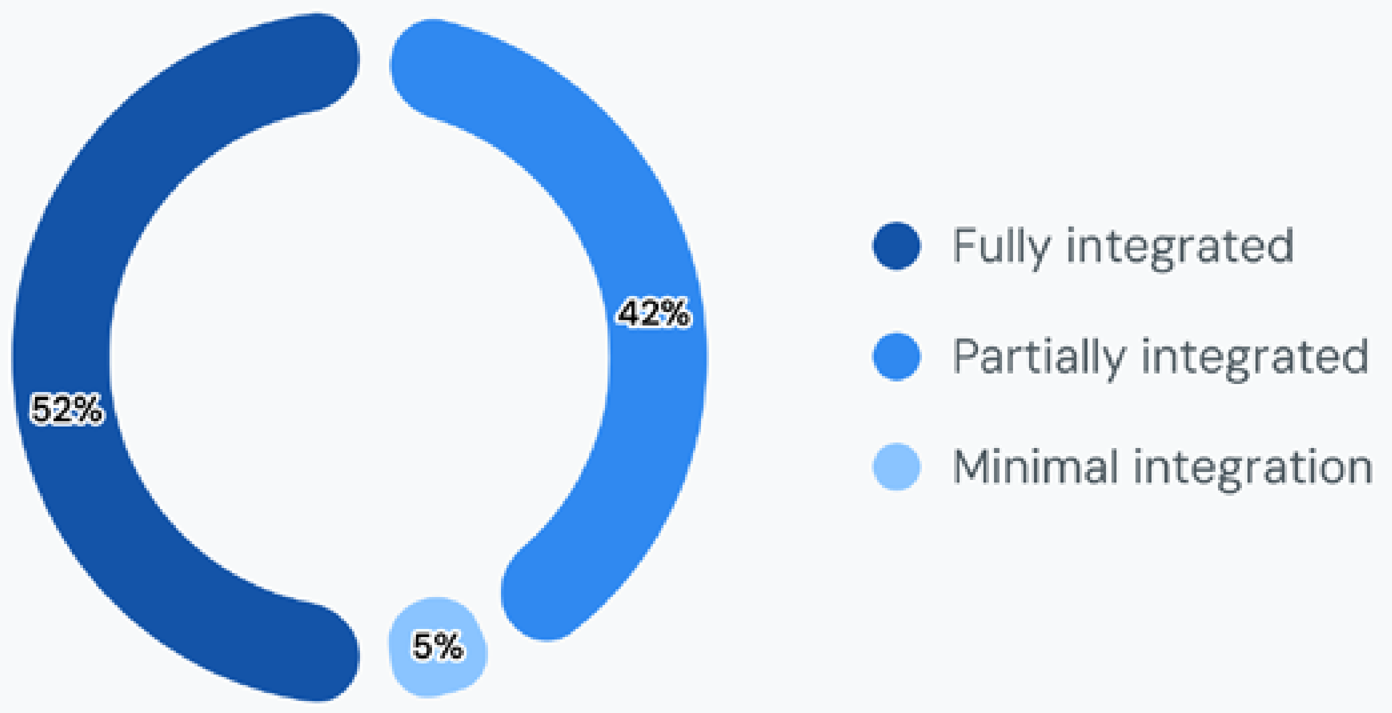
Beyond general banking, other FinServ companies may need to integrate with technology such as loan origination systems (LOS) and policy administration systems for insurance communications.

Connecting customer communication channels

When customer communication channels connect with one another, it creates a more cohesive customer experience. As you'll see in Chapter 5, this kind of integration is especially important for customer support messages.

Sinch's survey revealed that **52% of respondents said their communications channels are fully integrated**. That means channels are seamlessly connected for a more unified customer experience.

How well are your communications connected and aligned to support customer experiences across multiple channels?



When channels like SMS, email, in-app messaging, and chat work together, customers get **timely, relevant, and secure updates** wherever they are. This builds trust, reduces confusion, and helps prevent problems like missed payments or fraud.

It also allows financial institutions to **automate key interactions**, personalize outreach, and maintain compliance while improving efficiency and customer satisfaction. On the other hand, without connected channels, communication can be fragmented, slow, and frustrating.

Connecting communications with customer-facing apps

If people interact with your financial services company using a customer-facing application, that may be the most important place to integrate communications.

But it’s not always easy to build that sort of solution. Sinch asked respondents to identify the biggest challenge FinServ companies have when integrating communications with their applications.

Sinch found 21% of respondents feel that security and compliance are the biggest challenge. 15% find the cost of integration most challenging while 12% cited issues with legacy systems.

From account creation and user authentication to informational updates and personalized recommendations based on user activity in the app – there are many reasons to connect your application to channels like email and SMS.

What the research shows, however, is that there isn't one particular problem holding FinServ companies back. Each organization is unique. The good news is, a reliable partner can help you address problems and tackle challenges to improve customer communications.

Investing in financial customer communications

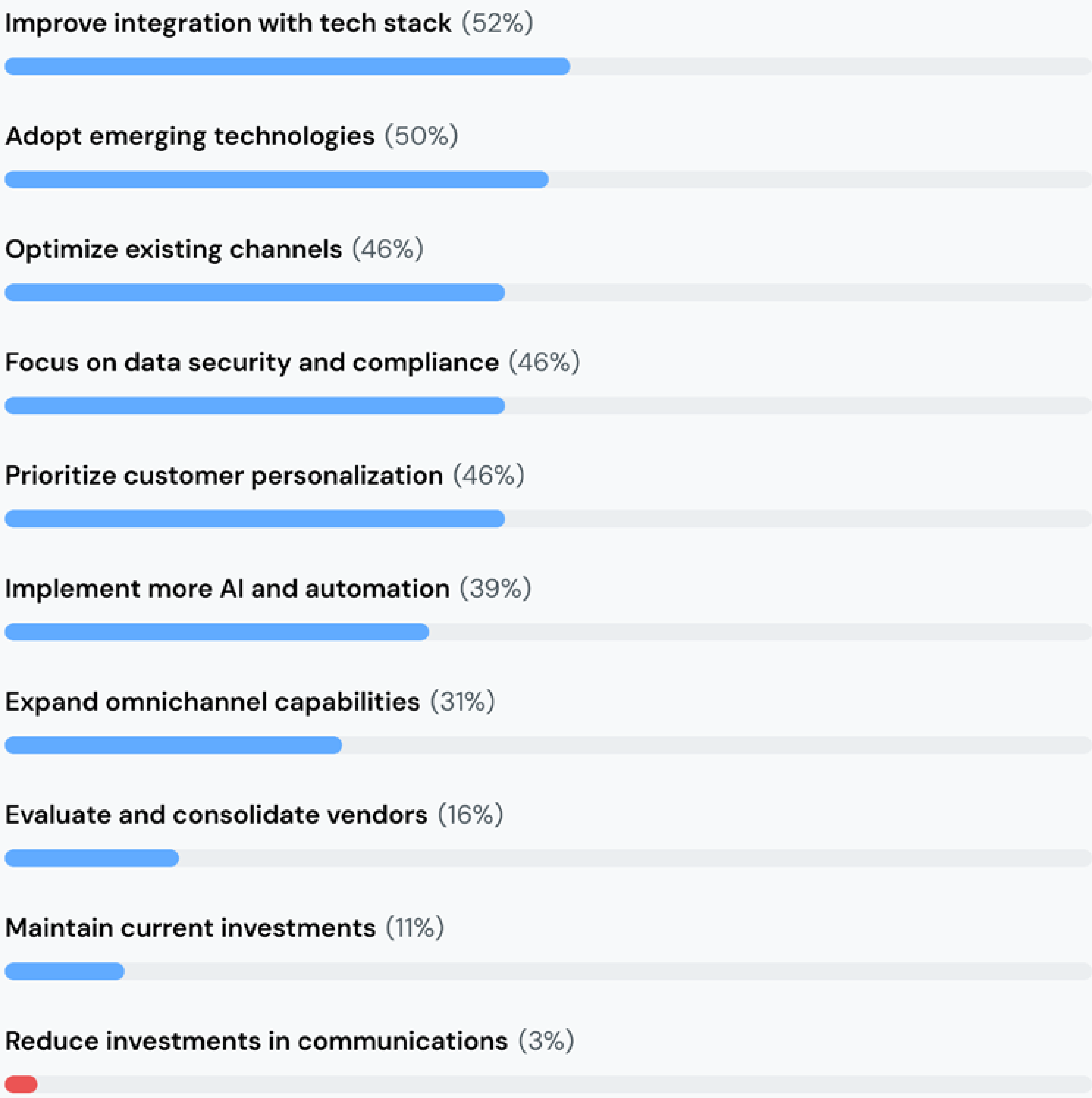
When there's a lack of integration in customer communications, FinServ organizations are prioritizing the process of finding a solution.

Even though more than half of respondents said communications are fully integrated with their tech stack, 53% also said *improving integration* is part of their strategic approach for investing in customer communications this year.

In a question about their plans for the next 12 months, 50% of FinServ respondents also cited adopting emerging technology as part of their strategy. **Goals such as optimizing existing channels, focusing on security, and improving personalization were also significant factors** – each was chosen by 46% of respondents.

What is your organization's strategic approach to investing in customer/client communications over the next 12 months?

Respondents selected all that applied



The research shows that 11% of those in financial services plan to maintain their investment in customer communications and just 3% will reduce it. That means **86% of FinServ companies plan to expand or enhance communication strategies over the next year**.

Tackle challenges and seize opportunities with Sinch

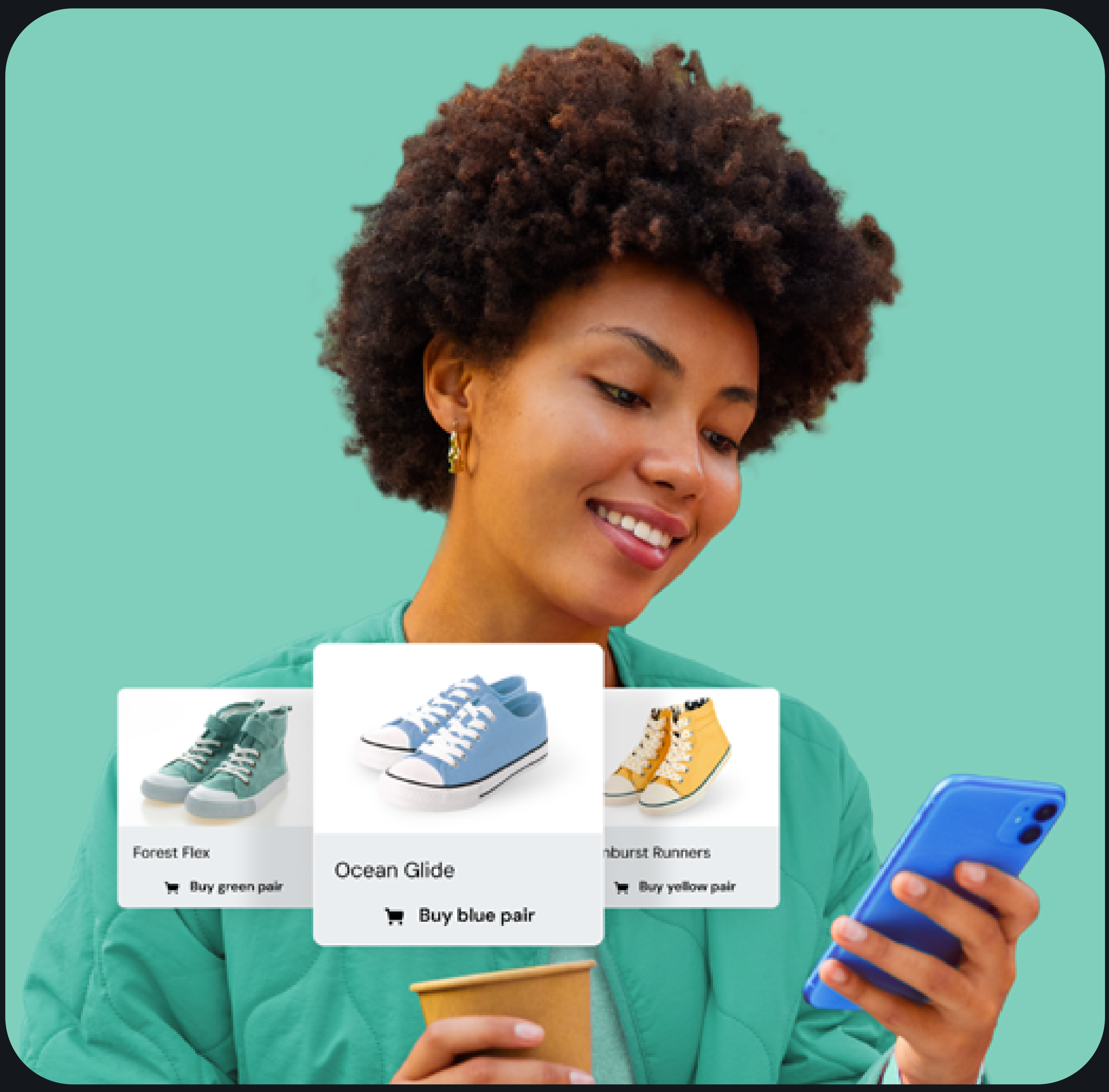
The road ahead for consumer finance brands is full of both complexity and opportunity. But with the right technology and strategy, these challenges can become competitive advantages as you seize the opportunity to innovate with customer communications.

That's where Sinch comes in. As a trusted partner to over 1,500 financial services organizations globally, Sinch helps institutions modernize communications without compromising security or control. Our messaging and email APIs and AI-powered conversations enable real time, multichannel engagement across SMS, email, RCS, WhatsApp, and more – all with seamless integration into your existing tech stack.

For teams focused on compliance and risk reduction, Sinch offers built-in safeguards like data residency options, message encryption, and enterprise-grade delivery controls. Whether you're looking to reduce operational overhead, launch smarter campaigns, or build trust with every message, Sinch gives you the tools to make it happen.

Discover Sinch for Financial Services

Keeping people engaged



To earn the attention of consumers in an industry built on trust, financial institutions and consumer finance brands need to **keep people engaged with messages that are timely, relevant, and personalized**. These customer communications don't interrupt – they inspire action.

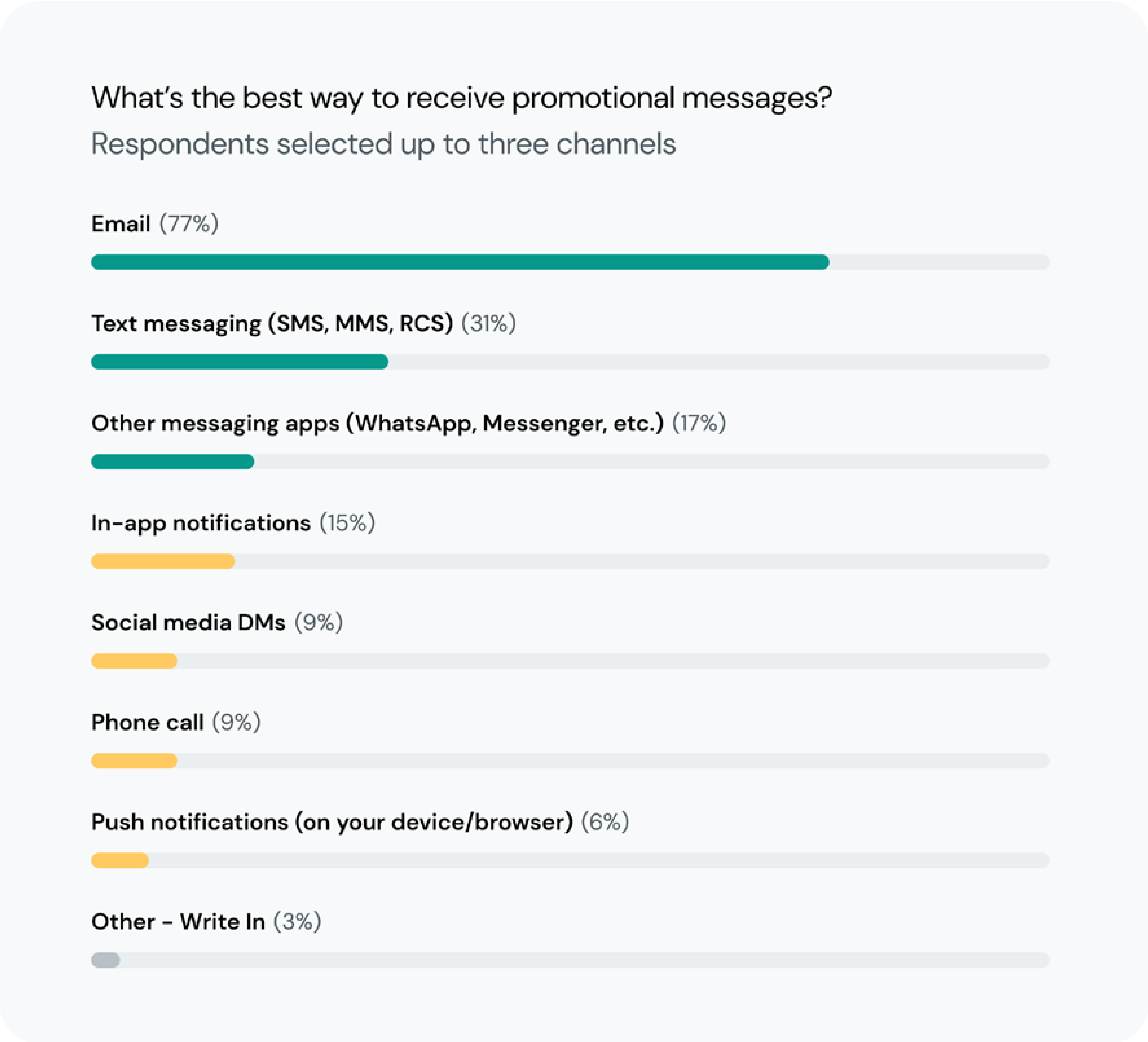
In financial services, this might look like a personalized credit card offer, a reminder to complete a loan application that picks up where the user left off, or a savings tip delivered through the customer's preferred channel. These aren't mass messages. They're moments that connect with the customer in context and in real time.

The data shows that consumers respond to these kinds of marketing messages. Unfortunately, many FinServ companies still rely on batch-and-blast mass marketing that misses the mark. In this chapter, we'll explore consumer expectations for promotional communications and how your business can deliver engaging messages.

Consumer preferences for promotional messages

While financial services don't deliver the same sorts of promotional messages as retailers or other consumer brands, marketing still matters. You need to attract and retain customers and encourage them to choose you for their personal finance needs.

So, how do consumers prefer to receive promotional communications? Our survey found that **email (77%) is the most preferred channel followed by text messaging (31%)** and other mobile messaging channels like WhatsApp and Messenger (17%).

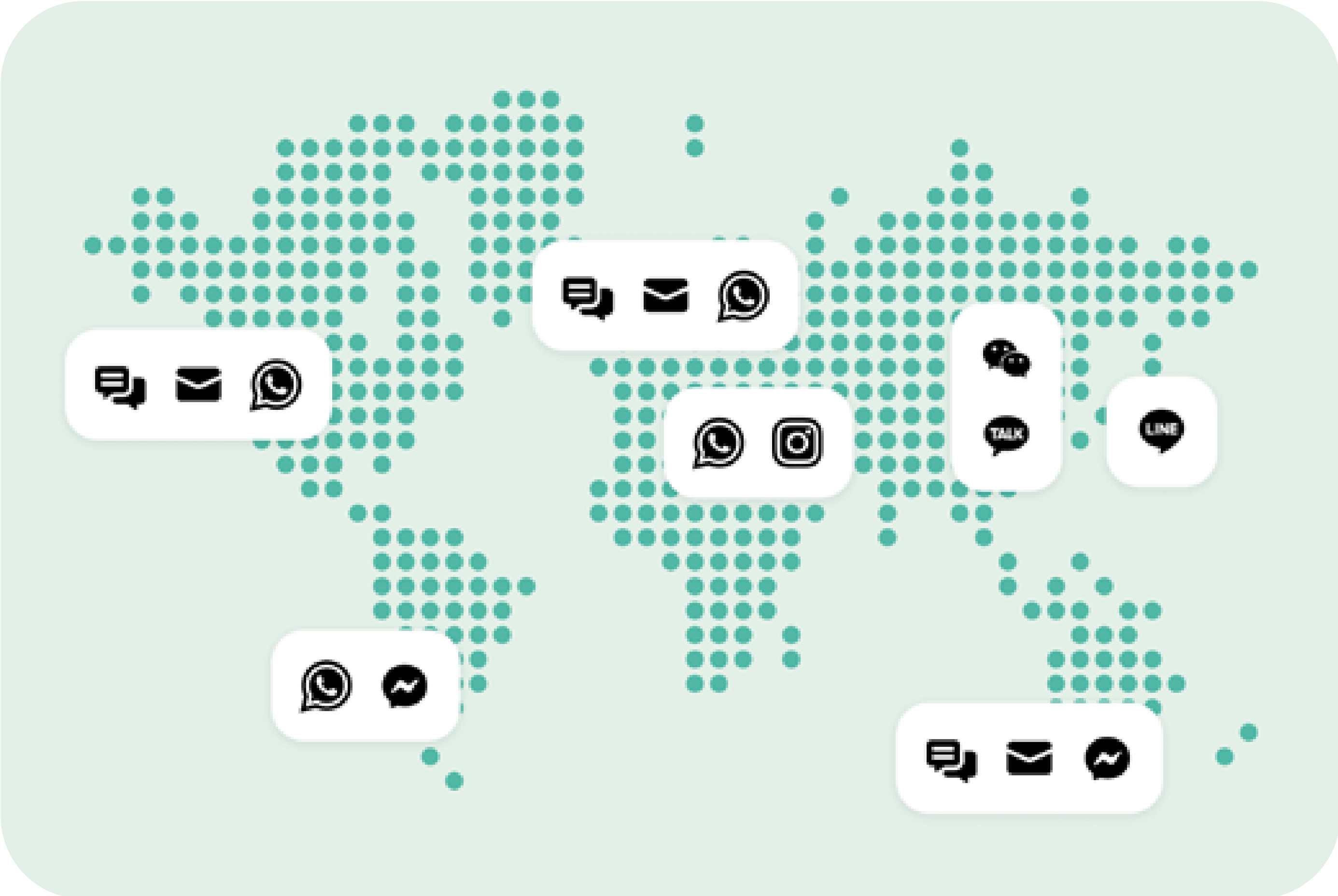


Email and SMS are like the power couple of customer communications. But they've got company, and times are changing. While using email and SMS may be essential, innovative retailers are exploring other ways to engage with consumers – especially on channels that resonate with their target market.

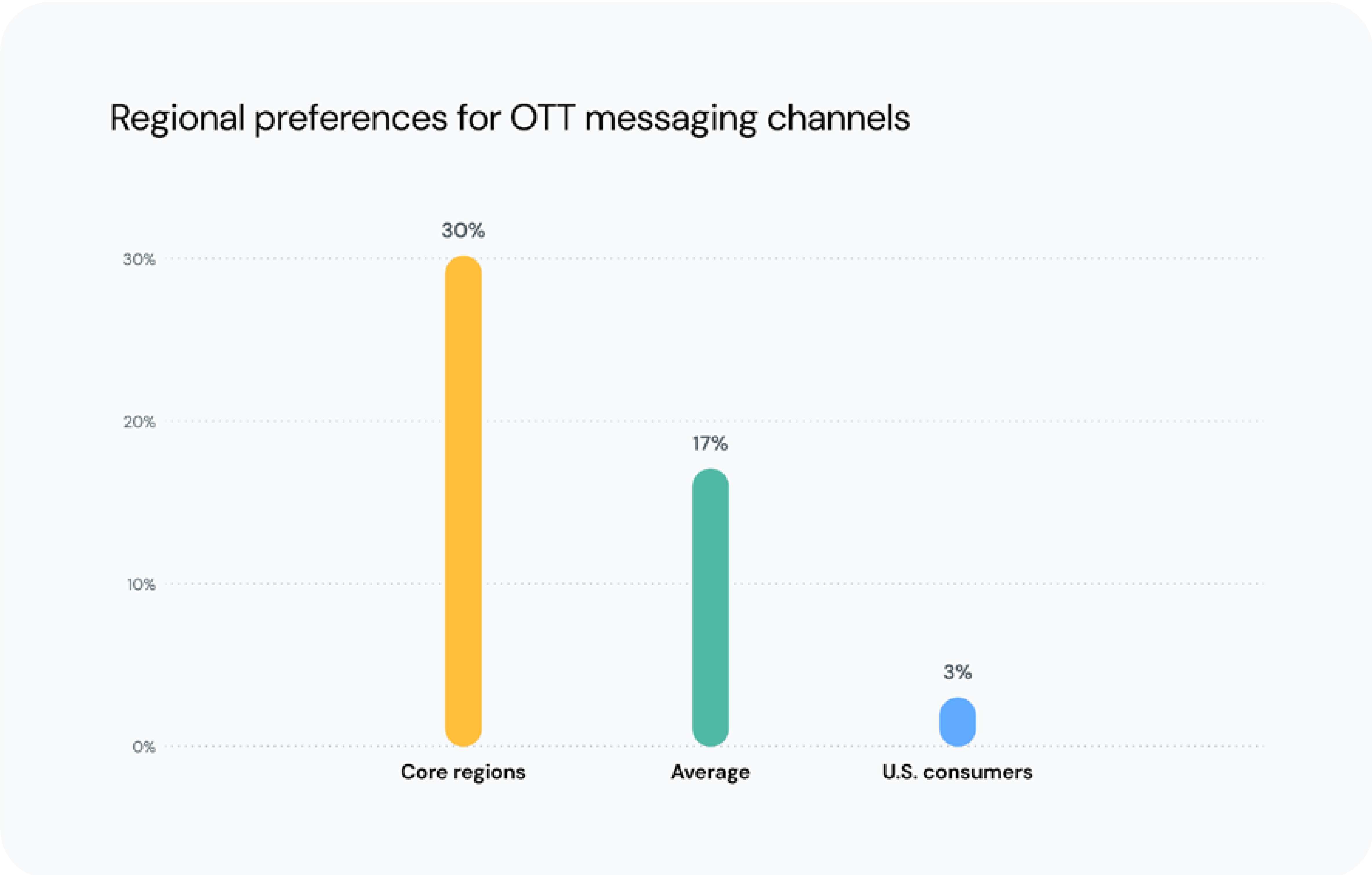
Global and generational preferences

Other messaging apps, including WhatsApp and Messenger tend to be much more popular in certain regions. We filtered results to include only survey respondents from countries considered "core regions" for WhatsApp users:

- India
- Brazil
- U.K.
- Germany
- Mexico
- Singapore
- Spain



Then we compared their preferences to the average results and those of U.S. consumers. **Nearly 30% of these respondents selected "Other messaging apps" as a preferred option for promotions**. That compares to just over 3% of U.S. consumers in our survey. But keep in mind – [WhatsApp usage in the United States] is growing.



Note: In April, Meta paused the ability for U.S. businesses to send marketing messages through WhatsApp. However, WhatsApp is still available for user authentication and utility messages in the U.S. It can also be used as a channel to provide customer support.

The age of your ideal customers may also impact how they prefer to receive marketing messages. When we segment channel preferences by generation, there are some interesting distinctions:

41%

of Gen Z consumers want promotional text messages.

28%

of millennials and Gen Z want promotions on messaging apps like WhatsApp.

5.5%

of baby boomers want promotions over voice – the lowest of all generations.

14%

of Gen Z consumers want promotions over voice – the highest of all generations.

While 41% of the youngest consumers prefer promotions delivered via text, Gen Z is also the generation most likely to prefer promotions over the voice channel (14%). Only 5.5% of baby boomers chose that channel.

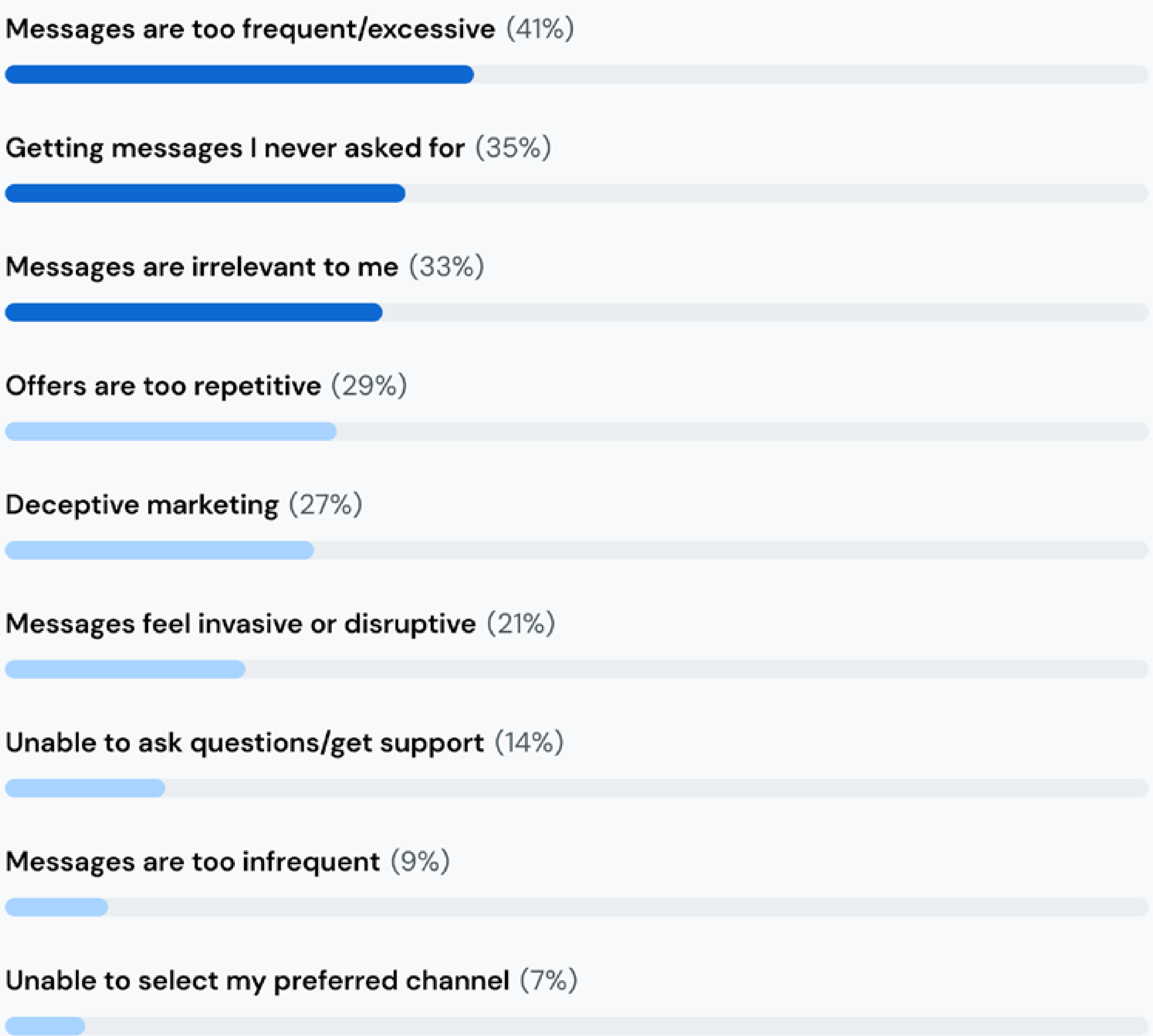
The truth is, determining the “best communication channel” is much less about averages than it is personal preferences.

Promotional messaging pain points

Your company isn't the only one trying to get people to engage. The sheer volume of promotional messages bombarding consumers every day leads to some of their biggest frustrations with marketing communications.

Consumers that we surveyed were clear on what they do not appreciate about promotional communications. **41% said marketing messages that are too frequent or excessive are their biggest frustration**. Around one-third or more also cited unwanted and irrelevant messages as promotional pain points. More than a quarter have problems with deceptive and repetitive offers.

What frustrates you about promotional messages?
Respondents selected up to three options



The best way to get people to engage with your promotions is not to overwhelm them with an onslaught of mass marketing messages. That's how you get ignored or marked as spam.

Instead, **FinServ brands should strive to deliver messages that customers anticipate**, which means they actually look forward to seeing them. Personalizing promotions to make them timely and more relevant is the best way to do that.

Personalization expectations

A personalized customer experience must go beyond using names stored in a database. The real value of personalization comes through when financial services companies take things further. If a name is all you're using to personalize promotions, you may not be meeting consumer expectations.

When asked to select all the ways they expect brands to personalize marketing messages, our research revealed that **42% of consumers want you to know their personal preferences**. Nearly 30% expect you to personalize promotions based on their purchase history. Around a quarter of consumers don't want personalized promotions.

For financial services companies, personalized promotion is a little different. To tailor the messaging experience to a customer's needs, you need to understand their financial goals and upcoming life events.

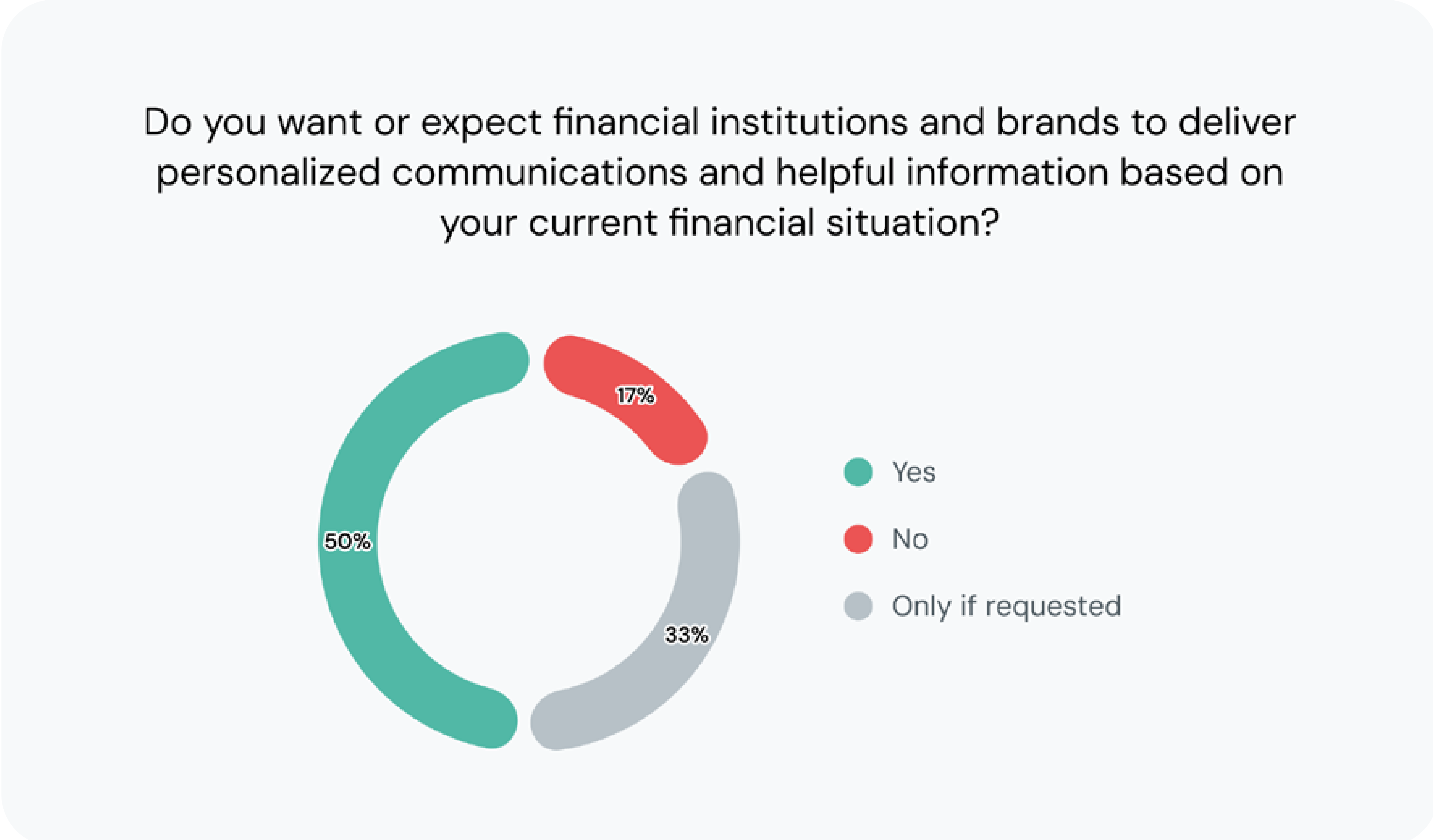
That could be saving for college or retirement. Buying a home or getting a new car. Filing their taxes or an insurance claim. Paying off debt or improving their credit score. Every customer has a story.

Ultimately, your customers want you to see them, understand them, and use the first-party data you've collected in a way that enhances their experience with your brand.

Personalization for FinServ customers

Perhaps the most meaningful way to personalize communications in financial services has less to do with selling and more to do with advising or educating consumers based on their needs.

Our survey found **half of consumers want to receive personalized communications based on their current financial situation**. Another 33% want personalized financial comms when requested.



Personalization of promotional messaging is especially important in financial services because money is personal. Personalized messages cut through noise, improve engagement rates, and help FinServ brands position themselves as partners, not just providers.

Personalization in the financial services sector can be both a challenge and an opportunity. Here are some findings on this subject highlighted in the previous chapter:

32%

of FinServ respondents called a **lack of personalization** one of their biggest customer communication challenges.

46%

of FinServ respondents said they plan to **prioritize personalization** as part of their communications strategy.

39%

of FinServ respondents believe RCS features will help them provide customers with **better personalized experiences**.

44%

of FinServ respondents are **using AI solutions** to deliver personalized customer communications.

Delivering engaging campaigns

So, how can your company deliver engaging, personalized campaigns to customers and clients? Here's a look at the channels and methods consumers say they prefer.

When asked to select all the options that applied, the research shows more than **40% of consumers want helpful personal finance campaigns delivered as email newsletters**. This form of customer communication is an excellent way to cover a variety of topics, and email contact lists can be segmented to make newsletter content more relevant.

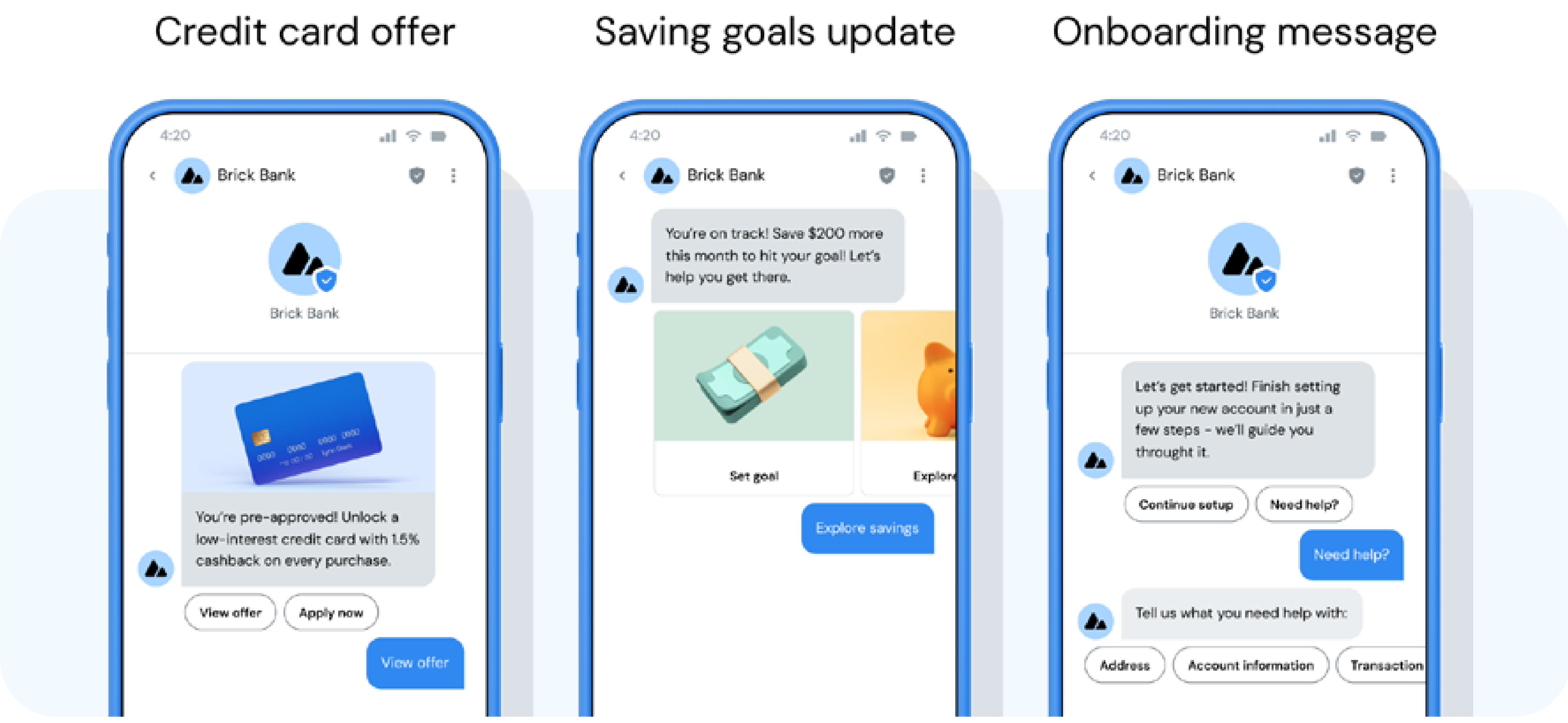
A third of consumers want the financial services brands they work with to deliver personalized recommendations. That's right – 33% want you to suggest financial products that are right for them.

Emerging channels and engaging experiences

In the last chapter, we found that **36% of consumers are willing to get personalized financial recommendations from AI-powered channels** like chatbots and voice bots. These kinds of automated conversation can provide support as well as suggest financial products and solutions.

Many consumers understandably want to speak with an expert over the phone in certain situations. However, the convenience of chatbots that are trained to immediately provide reliable advice means less waiting when people want answers quickly.

Advanced features available through RCS for Business can also help you deliver engaging customer communication experiences. Here are a few examples:



Interactive and visual elements in RCS messages, including personalized graphics and tappable buttons, let you surprise and even delight customers within the native messaging app. **Use these RCS features to promote financial products, deliver personalized information, onboard new users, and much more**.

FINANCE COMMUNICATIONS IN ACTION

WhatsApp personalization

HSBC partnered with Sinch to build a better personal loan application experience using the WhatsApp Business API. The global financial institution dove headfirst into conversational banking using the world's most popular mobile messaging application.

Not only did it streamline and improve the process for loan applicants, but the WhatsApp experience also helped HSBC learn more about its customers.

HSBC

"WhatsApp is more than a new channel for us. It's a new way of interacting with our customers which allows us to understand their needs and provide ultra-personalized offers in the same discussion thread. The power of WhatsApp lies in the ability it gives us to cross-reference conversation data with customer data to personalize subscription processes."

Sabrina Giry Fernandez
Head of CRM, HSBC

Get the rest of the story

Find out more about the results when you read the full customer story and discover how HSBC is leading the way in conversational banking experiences.

Keeping people informed

In financial services, information is more than a courtesy – it's a commitment. That goes for banks and credit unions, financial advisors, credit card providers, mobile payment solutions, and a host of other FinServ products. You're expected to keep customers updated on the things that matter most: their money, their security, and their futures.

Informed messages include everything from payment reminders and transaction confirmations to policy changes, regulatory notices, and service updates. These communications reduce the risk of missed payments, unexpected fees, or account issues while lightening the load on call centers and service teams.

It's easy to take informational communications for granted. But when those messages fail to show up as expected, it can ruin the customer experience and damage your reputation.

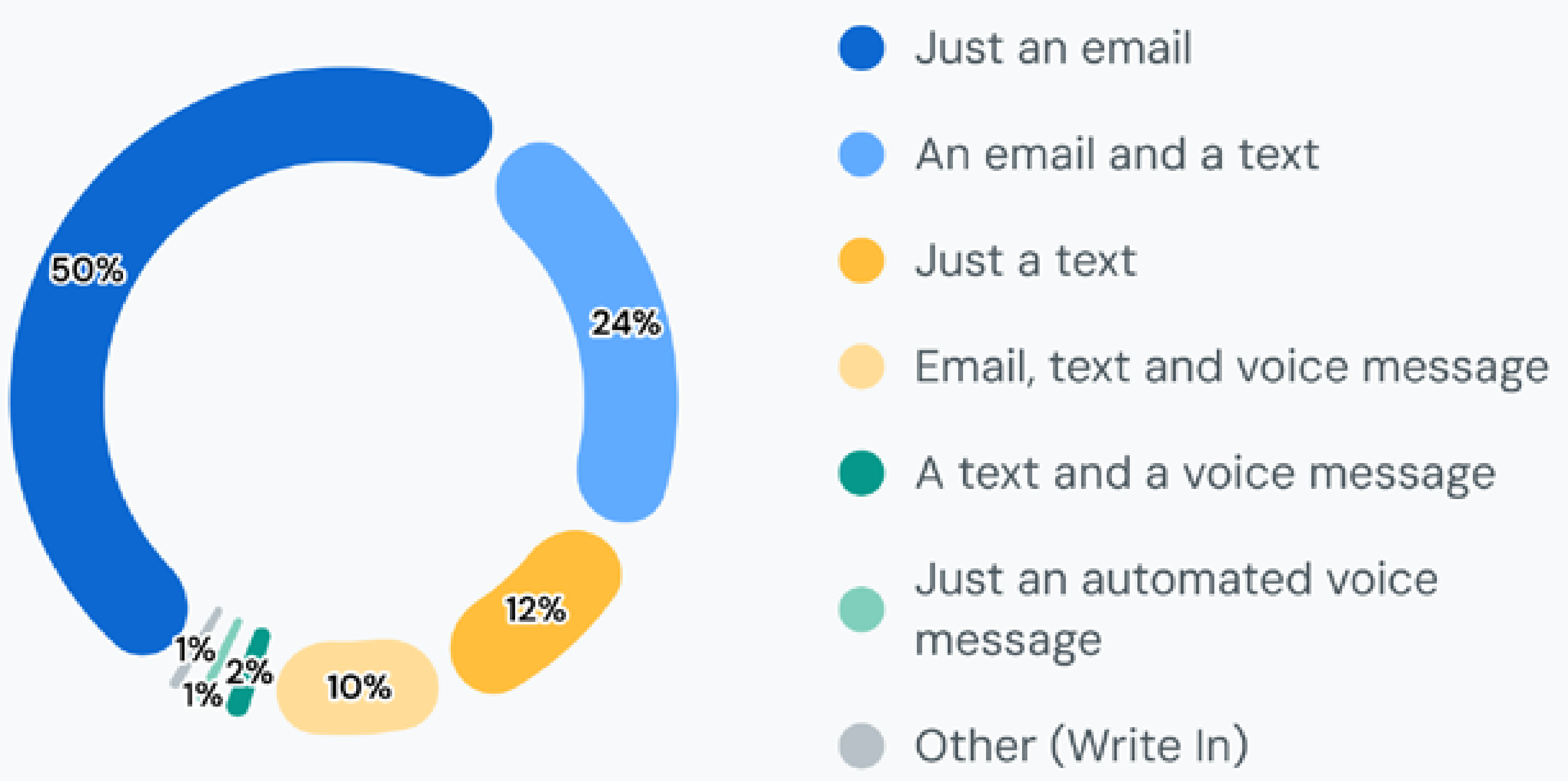
When you communicate proactively and clearly, it helps customers feel confident, supported, and in control. Let's uncover what consumers expect from informational communications and how your financial services company can deliver.

Channel preferences for staying informed

Email, SMS, and voice are the three channels most commonly used to keep consumers informed. When asked to identify what they believe to be the best way to receive informational messages from brands, half of consumers chose email.

However, informational messages from financial services companies, such as fraud alerts and payment reminders, often come via a simple text message.

What's the best way to receive informational messages from a business?



Some consumers want to be sure they see informational updates and expect to receive them on multiple channels. Our survey found **24% want to stay informed via both text and email while nearly 10% want to be notified by email**, SMS, and an automated voice message.

It's worth noting that, in some countries, consumers prefer getting informational updates through OTT messaging channels like WhatsApp and Messenger.

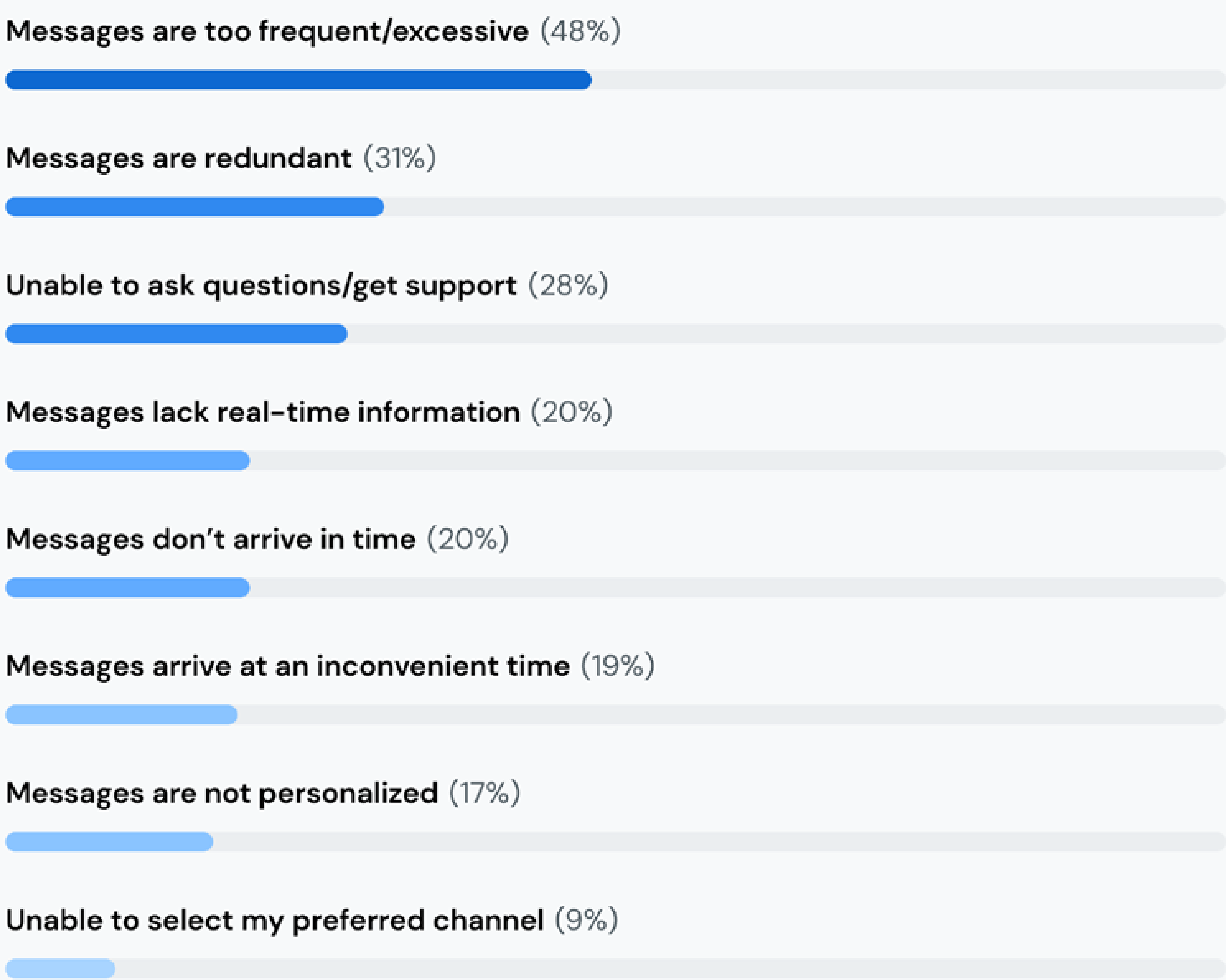
Informational communication pain points

If you're not careful, you can cross the line between being informative and annoying. Consumers in our survey identified information overload as the most common frustration with **48% citing communications that are too frequent or excessive**.

Along the same lines, **31% find redundant informational messages frustrating**. When automating informative updates, you need to understand customer expectations for the timing and frequency of those messages.

What frustrates you about informational messages you receive from businesses?

Respondents selected up to three



Nearly **28% of customers are upset when they are unable to ask questions** in response to a transactional message. This points to the need for [conversational banking](), which can totally transform the customer communication experience.

"Conversational banking is the idea that you can have a conversation with your bank through a channel like SMS instead of a more traditional call center. It's an automated, real-life conversation that happens in real-time. It's professional and feels just like working with a live agent, but a chatbot is answering common questions and handling basic tasks. That means customers get help faster, and it improves efficiency in your organization."

Alejandro Murcia
Director of Financial Services, Sinch

Timeliness of informational messages is also a key factor. More than 19% of consumer respondents are frustrated when these communications don't arrive on time or arrive at an inconvenient time. Similarly, more than 20% don't like it when these messages lack real-time information.

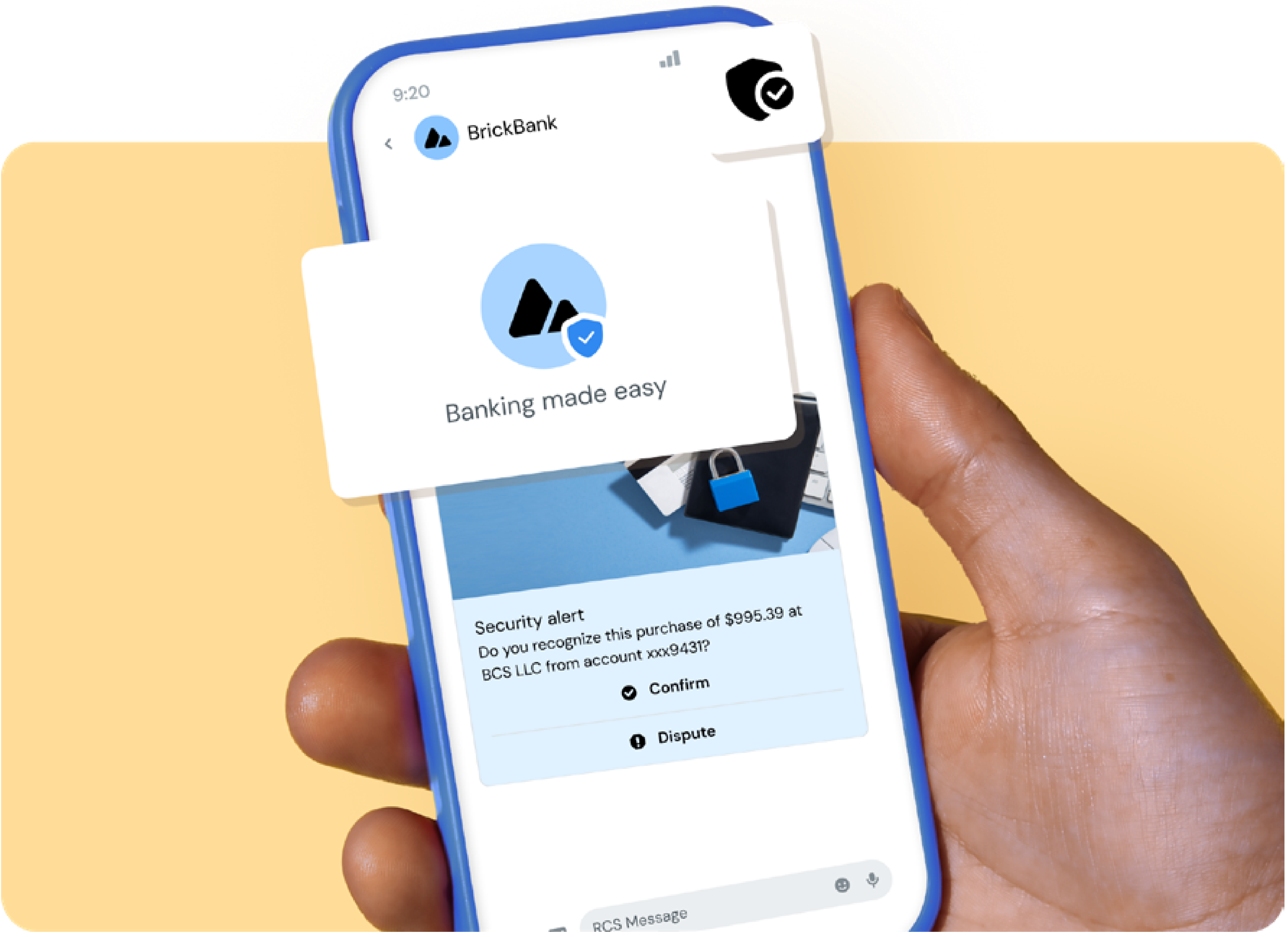
How fast are your fraud alerts?

There's one type of informational message that also keeps customers safe, and most people expect to arrive as quickly as possible: fraud alerts from financial services.

72% of consumers want to be informed of suspicious account activity and transactions immediately, and a combined 87% expect a fraud alert message to arrive within 5 minutes.

Of course, the reason for this need for speedy delivery is that people want to take immediate action if they know something suspicious is happening with their finances. The speediness of SMS makes a basic text message one of the most reliable ways to deliver fraud alerts from financial institutions. Two-way SMS can also be used to help resolve these problems via text messaging.

RCS fraud alerts could take this type of informational message to the next level. In addition to automating two-way responses, recipients can use tappable buttons to confirm or deny the validity of transactions. Plus, branding and a checkmark indicating a verified sender mean the message is trustworthy.



Important informative messages in financial services

Unsurprisingly, consumers see fraud alert notifications as the most important type of informational message they receive.

We asked respondents to rate the importance of a variety of financial service updates, and **74% call fraud alerts "very important"** while a combined 95% see them as at least somewhat important.

95%

of consumers view fraud alerts as very or somewhat important.

84%

of consumers view payment due notifications as very or somewhat important.

80%

of consumers view overdraft notifications as somewhat or very important.

73%

of consumers view account balance notifications as very or somewhat important.

Consumers in our survey were relatively less likely to place as much importance on updates to savings goals and earnings on investments. However, that's not to say these messages are unimportant.

More than 50% of respondents viewed every type of FinServ update as at least somewhat important. That illustrates just how vital keeping people informed is to the customer experience.

Is important information reaching your customers?

While delivering messages in a timely manner is essential, what happens if your informational updates don't reach people at all? The worst possibility for those notifications is getting blocked or filtered as spam.

That's why FinServ communications must prioritize deliverability on key channels like email and SMS.

Email deliverability

Since around 50% of consumers prefer email for informational messages, avoiding spam and achieving inbox placement should be a top concern. Separate **research from Sinch Mailgun** confirms that:

87%

of consumers would check their spam folder for a missing transactional email. *

33%

of consumers find it annoying or frustrating when emails they're expecting land in spam. *

10%

of consumers would lose trust in the brand or unsubscribe if messages kept going to spam. *

63%

of senders are not separating transactional and promotional email traffic (or are unsure). **

* Email and the customer experience

** State of email deliverability 2025

An effective way to improve your chances of reaching the inbox is to **separate transactional and promotional email traffic** on different subdomains or sending IP addresses. However, **Mailgun's State of email deliverability** report found 50% of senders aren't using this tactic. Another 13% are unsure if they separate email traffic for deliverability.

The reason separating promotional and transactional email traffic helps is simple. People are much more likely to report mass marketing messages as spam. That can hurt your reputation as an email sender and lead to transactional emails ending up in the junk folder.

However, if your informational updates come from a different domain, that domain's reputation is also different. This keeps reputations for transactional and promotional emails separate.

SMS deliverability

While email providers will filter messages into a spam folder, mobile carriers may block your SMS messages or flag them as spam if you're not careful.

SMS is often the fastest and most reliable way to deliver information to customers. But none of that matters if the message never reaches people.

Tips to improve SMS deliverability:

Deliverability isn't just a technical metric. It's a customer experience issue. Ensuring your SMS messages get through means customers stay informed, supported, and confident in your brand.

- **Use a provider with direct carrier connections** to ensure your messages travel through the most efficient and compliant routes
- **Avoid link shorteners and spammy language** that can trigger carrier filters.
- **Maintain clean contact lists** by regularly validating numbers and removing inactive ones.
- **Follow carrier and regional compliance rules** to avoid filtering or blocking.
- **Monitor delivery reports** to spot issues quickly and keep performance high.
- **Avoid grey routes** and suspiciously cheap SMS rates.

Learn more about deliverability

Explore Sinch Mailgun's **State of email deliverability** report to find out what it takes to reach the inbox.

Check out Sinch's advice on **mastering SMS deliverability** to make sure your text messages reach recipients too.

FINANCE COMMUNICATIONS IN ACTION

Digital transformation to deliver information

Colorado-based FirstBank started opening accounts for customers in 1963. A lot has changed since then, including the way it delivers informative notifications. FirstBank worked with Sinch to implement mobile-first solutions for customer communications.

This included automating text messaging notifications on everything from account balances and payment due reminders to notifications on deposits, withdrawals, and security alerts.

1STBANK

"Technology enables a superior customer experience. Mobile messaging is integral in the mix. Our work with Sinch began in 2008 and is vital in delivering not just messages, but on our promise of meeting customers where they want to be met."

Kelly Kaminskas
COO, FirstBank

Get the rest of the story

Find out more about this effort when you **read the full customer story** and find out why Fiserv called FirstBank a top provider of technology solutions for financial companies.

Keeping people safe

In financial services, safety isn't just a feature – it's foundational. Communications are a key line of defense when protecting your customers' accounts, personal information, and money. **Messages designed to verify user identity, confirm intent, and prevent unauthorized access keep people safe and stop bad actors in their tracks**.

An essential tool in this category is the one-time password (OTP). Whether sent via SMS, email, or voice call, OTPs are a fast and effective way to verify users during login, transactions, or onboarding flows.

Safe messaging also includes authentication prompts, data verification messages, and alerts that confirm new devices or login attempts. While we explored fraud alerts in relation to information updates, they're yet another part of the safety equation in digital customer communications.

In this chapter, we'll look at what people expect from verification experiences, how FinServ brands can use these communications to build trust, and why messages that keep people safe also give them peace of mind.

Safety, security, and privacy are vital to the FinServ experience

In our first chapter, we uncovered some of the biggest challenges and concerns among respondents in the financial services industry. Security and compliance regularly emerged as top results, which shows just how important it is to prioritize keeping people safe.

55%

of FinServ respondents selected security and privacy compliance as one of their **main customer communication challenges**.

46%

of FinServ respondents plan to **focus on improving security and compliance** in 2025.

54%

of FinServ respondents believe improved security is one of the **biggest benefits of RCS messaging**.

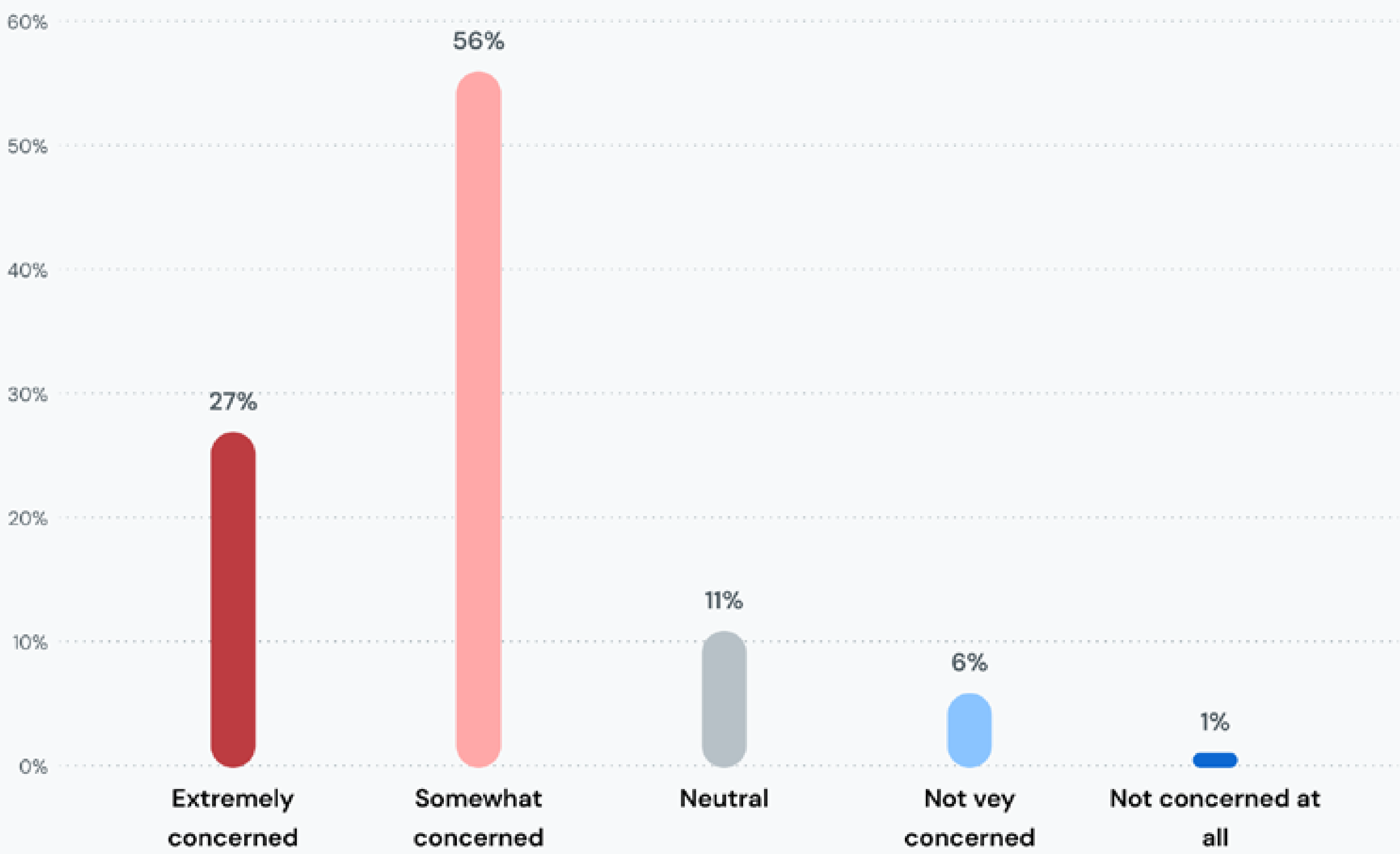
21%

of FinServ respondents (1 out of 5) say security concerns are **the biggest challenge** with integrating communications into their applications.

We also asked these survey participants how concerned they are about data security and regulatory compliance – specifically when it comes to laws such as GDPR, FINRA, and PCI DSS.

When choosing a customer communication solution, it's clear those factors are top of mind. A combined **83% of FinServ respondents say they are extremely or somewhat concerned with regulatory compliance**.

How concerned are you about data security and regulatory compliance (e.g., GDPR, FINRA, PCI DSS) when choosing or implementing communication channels?



While responsibility for protecting personal data and user privacy ultimately falls to you as the data controller, the companies that serve as your data processors also play a role. Financial services companies need to find customer communication partners who take customer safety just as seriously as you do.

Facing the phishing problem

Whether it's phishing in the email inbox, smishing (SMS phishing) or vishing (voice phishing), shady schemes are being carried out in key customer communication channels.

It's no secret that financial institutions are some of the most likely brands for bad actors to impersonate with phishing attempts. If they can convince someone to give them account credentials, they'll have direct access to the victim's money.

Here are some eye-opening cybersecurity statistics from other research:

80%

of phishing scams aim to steal user credentials often using fake login pages (**HoxHunt research**).

77%

of AI voice cloning attacks are successful in getting money from victims (**McAfee research**).

90%

of phishing attempts sent through OTT messaging applications occur on WhatsApp (not necessarily WhatsApp for business) (**Kaspersky research**).

84%

of Americans believe the companies they do business with are responsible for their digital privacy (**Telesign Trust Index**).

There is some good news. **The same communication channels the bad guys use can also be used to keep your customers safe**. The problem is – many consumers don't understand the cybersecurity dangers that are landing in their inboxes.

Here's the truth – even the most experienced individual can be fooled by phishing attempts. Sinch's own email channel expert, Kate Nowrouzi, recalls a time when she was targeted by an email scammer and almost fell for it. Thankfully, she recognized some tell-tale signs, including bad grammar and a strange sense of urgency.

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"If I've been in this industry for 20 years and I fell for this trick, I can't imagine why someone like my mom wouldn't. But sometimes scammers can be very convincing, especially with social engineering. It's a never-ending game."

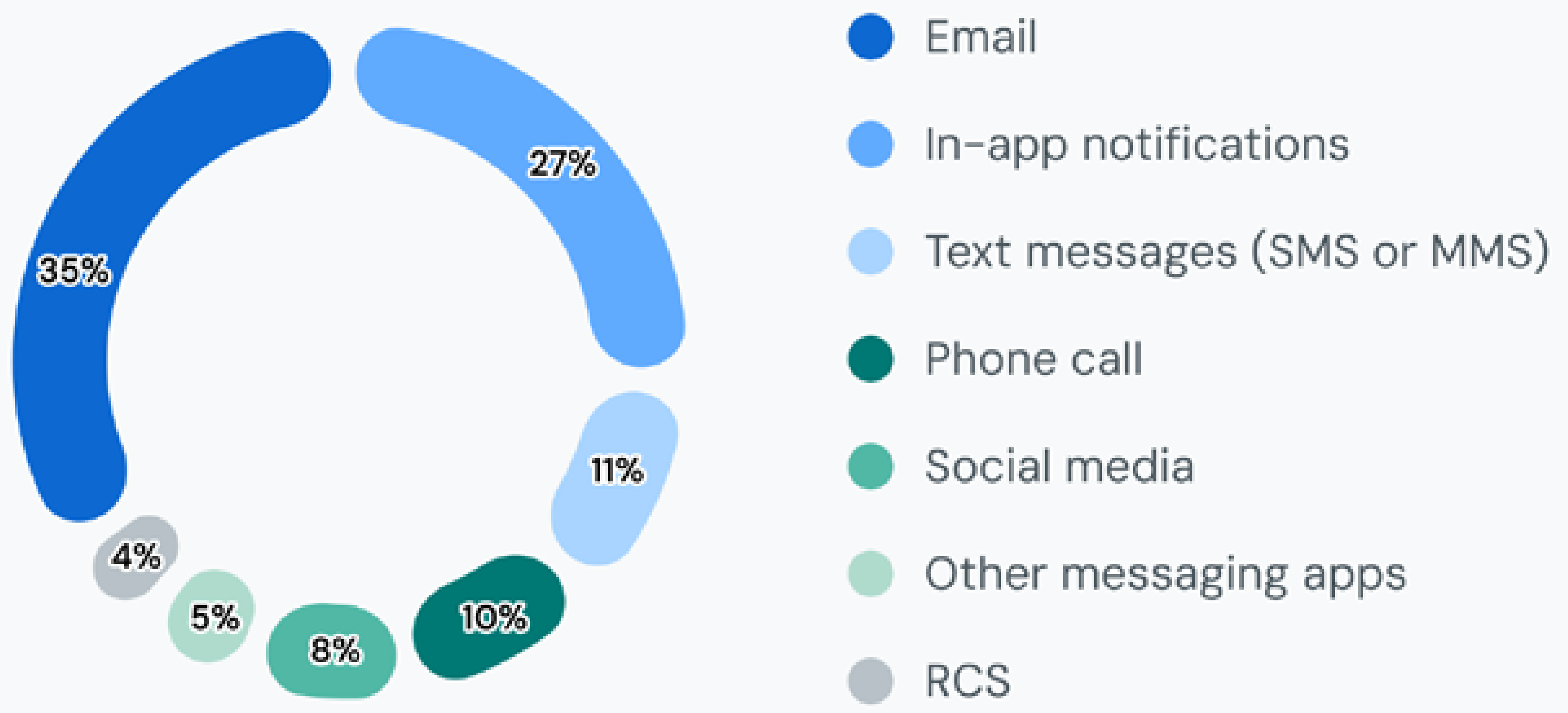
Kate Nowrouzi
VP of Deliverability & Product Strategy, Sinch

What do consumers believe is safe?

While **there is no communication channel that is 100% safe** from bad actors, we asked consumer survey respondents to select the channel they believe to be the least likely to be used for phishing.

Sinch's research found 35% of consumers believe email is the channel *least likely* to be used for phishing. That was the most popular selection. Unfortunately, the opposite is true. **Email is perhaps the most popular threat vector among bad actors**.

Which communication channel do you believe is least likely to be used for deceptive purposes like phishing?



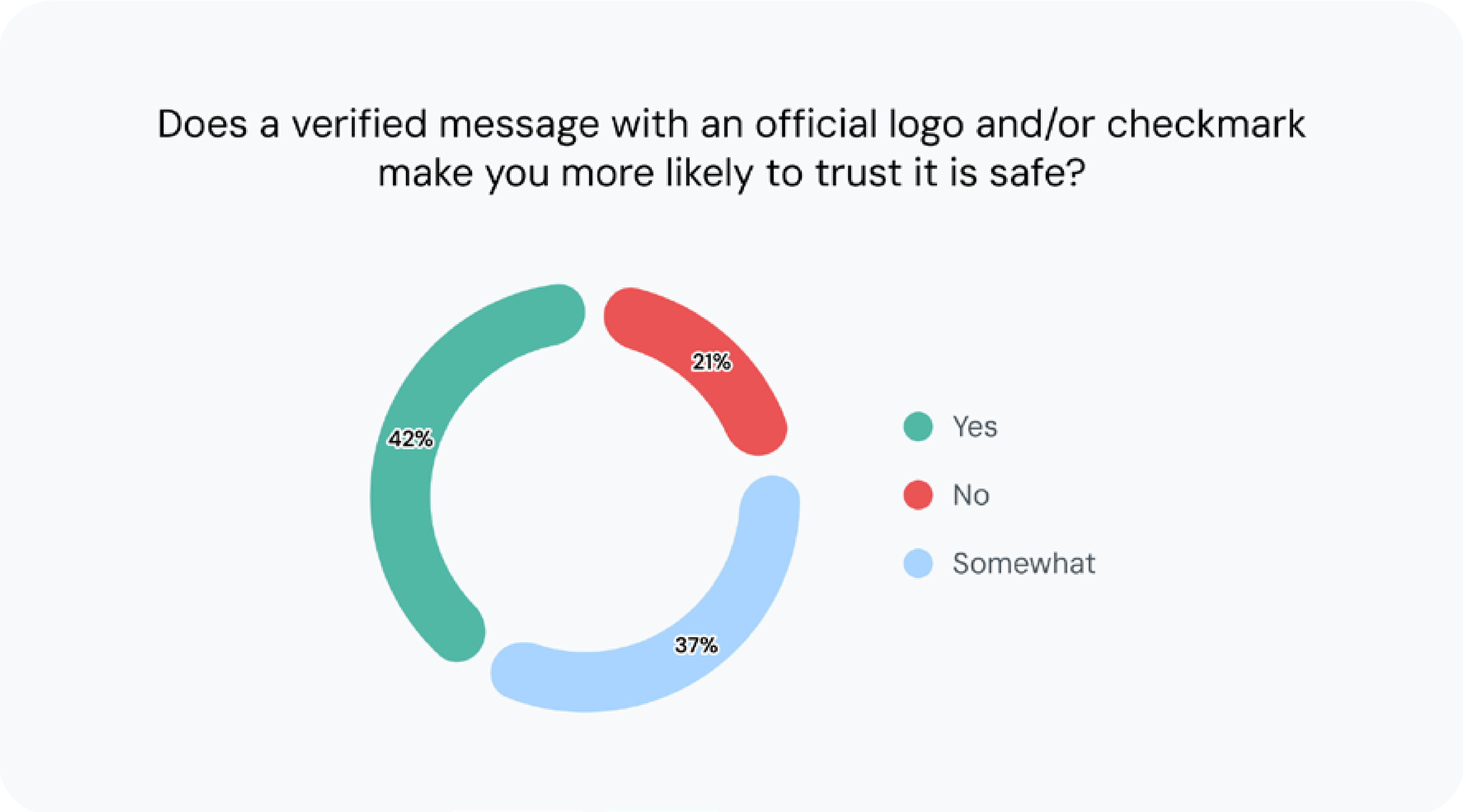
Around 27% of consumers chose in-app notifications, which are certainly safer. However, in-app messages are only available once you're logged into the platform. Account verification through OTPs and other methods are still needed to keep your customers safe.

Only 4% of people chose RCS messages as a channel that's unlikely to be used for phishing. However, there are some key safety features of RCS that make this emerging communication channel extra trustworthy.

Deliver trustworthy mobile messages with RCS

RCS for Business messages include an **official logo and checkmark**. These visual indicators not only support branding, but they also serve as a sign that the message came from a verified sender. This involves a third-party review to confirm you are a legitimate business that is allowed to send RCS business messages.

Nearly **42% of consumers said these elements make it more likely they'd see the message as safe**. Another 37% said they'd feel somewhat safer, which means these components increase trust for nearly 80% of consumers.



Younger consumers place even more trust in logos and checkmarks. Generation Z (71%) and millennials (59%) were more likely to view these messages as safe.

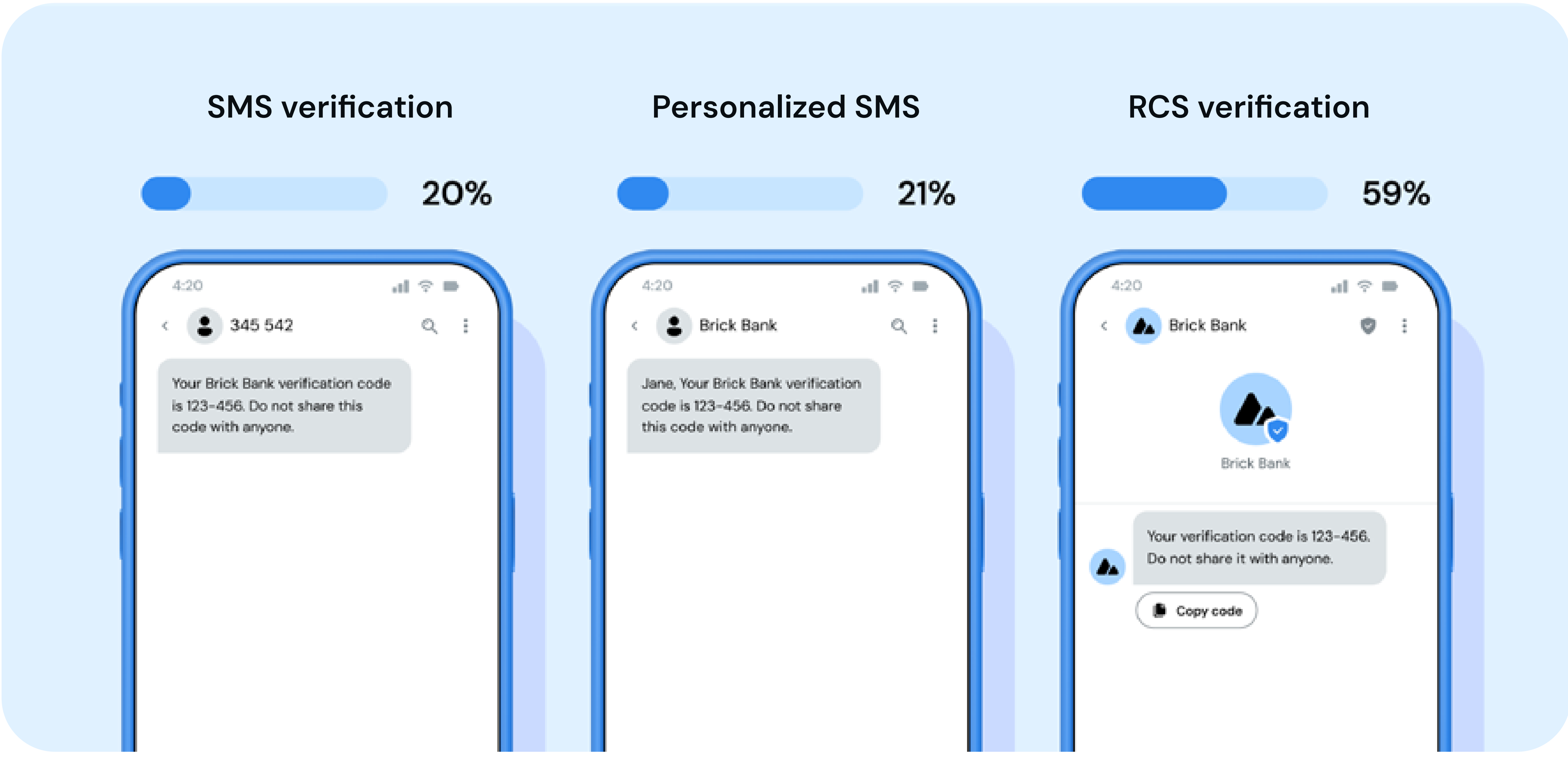
Similar to RCS, the WhatsApp Business API also provides verified business accounts with checkmarks to increase trust. While RCS for Business encrypts messages in transit, WhatsApp can offer end-to-end encryption (EE2E).

Do consumers find RCS to be trustworthy?

To take things further, Sinch also asked consumers to choose from three different OTP verification messages and identify which one they found to be the most trustworthy:

- A basic SMS verification
- An SMS verification personalized with a name
- An RCS message with trust marks and buttons

The rich text message came out on top with **59% of consumers preferring RCS for account verification** while around 20% of them chose one of the SMS options. Just don't forget – RCS messages can also be personalized.



While a simple text may be enough to deliver an account verification to a customer's smartphone, rich features add an extra layer of trust and convenience. This is especially important when accessing financial accounts.

Flash calls for fast and efficient verification

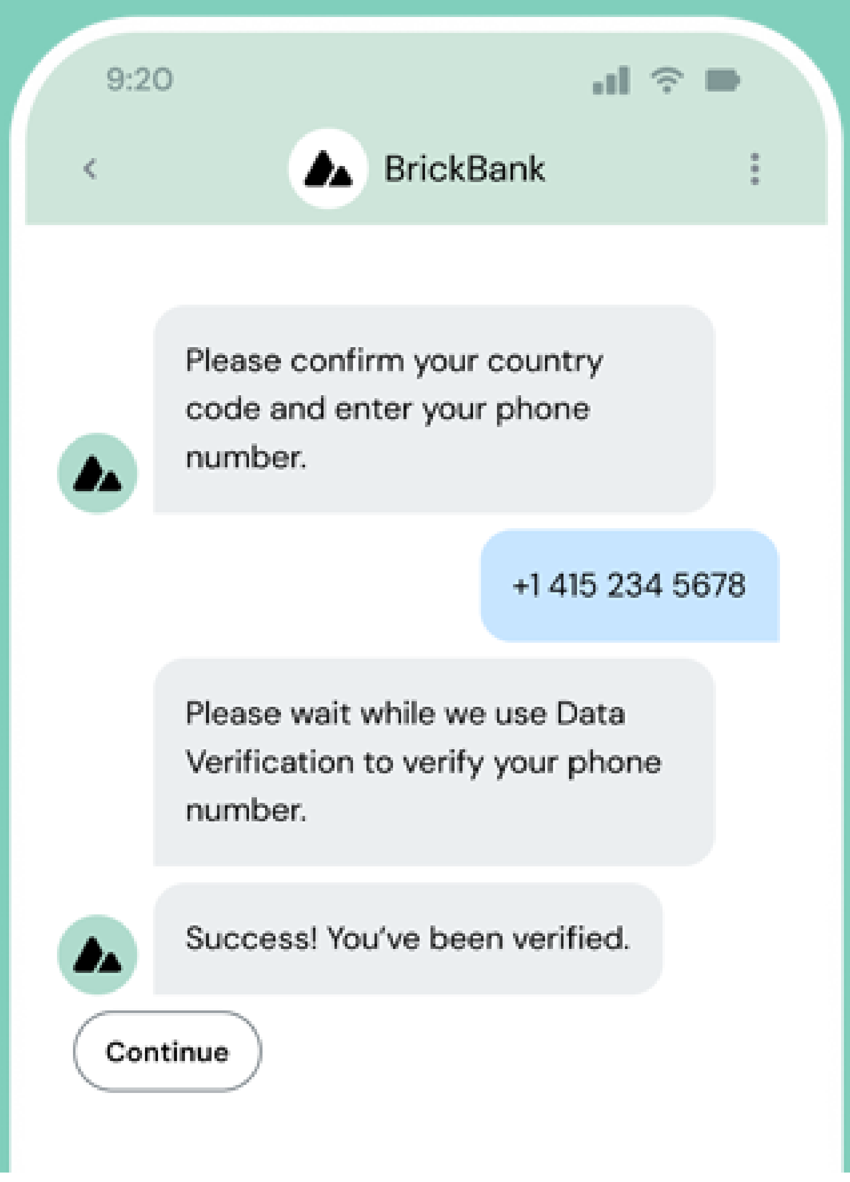
While SMS verification is a speedy and convenient way to grant users access to retail accounts, there's another method that's just as convenient and could help control costs. It's called a flash call, and Sinch pioneered this technology.

A flash call lets your users verify their identity as the account owner without ever answering the phone. In some cases, flash calls may also be a more cost-effective solution than sending an SMS verification. Lee Suker explains how this innovation works.

"Flash Call® is an SMS OTP alternative. It works by sending a missed call to an end user, and instead of the one-time code being in the payload of a message or voice call, it's actually in the calling party of that missed call. The application that's authenticating you can process that incoming call, strip off the last six digits of the calling party number, and you've logged in."

Lee Suker
Head of Authentication, Sinch

SMS prices have been on the rise. For larger companies, the cost of texting OTPs adds up quickly. Sinch Flash Call® helps control those costs. That's because the missed call doesn't carry any mobile terminating costs.



Make the email inbox a safer place

Mailbox providers like Gmail, Yahoo Mail, and Outlook work hard to protect their users from malicious messages. Retailers that use email for marketing and informational messages can help them by using strong email authentication protocols.

Using these DNS records helps protect your customers from phishing as well as your brand's reputation. Plus, most senders are now required to use all three if they want to reach the inboxes of major mailbox providers. Email deliverability expert Jonathan Torres from Sinch Mailgun explains the basics of **how email authentication works**.

There are three essential protocols that are used to verify the legitimacy of bulk email senders:

- Sender Policy Framework (SPF)
- DomainKeys Identified Mail (DKIM)
- Domain-based Message Authentication, Reporting and Conformance (DMARC)

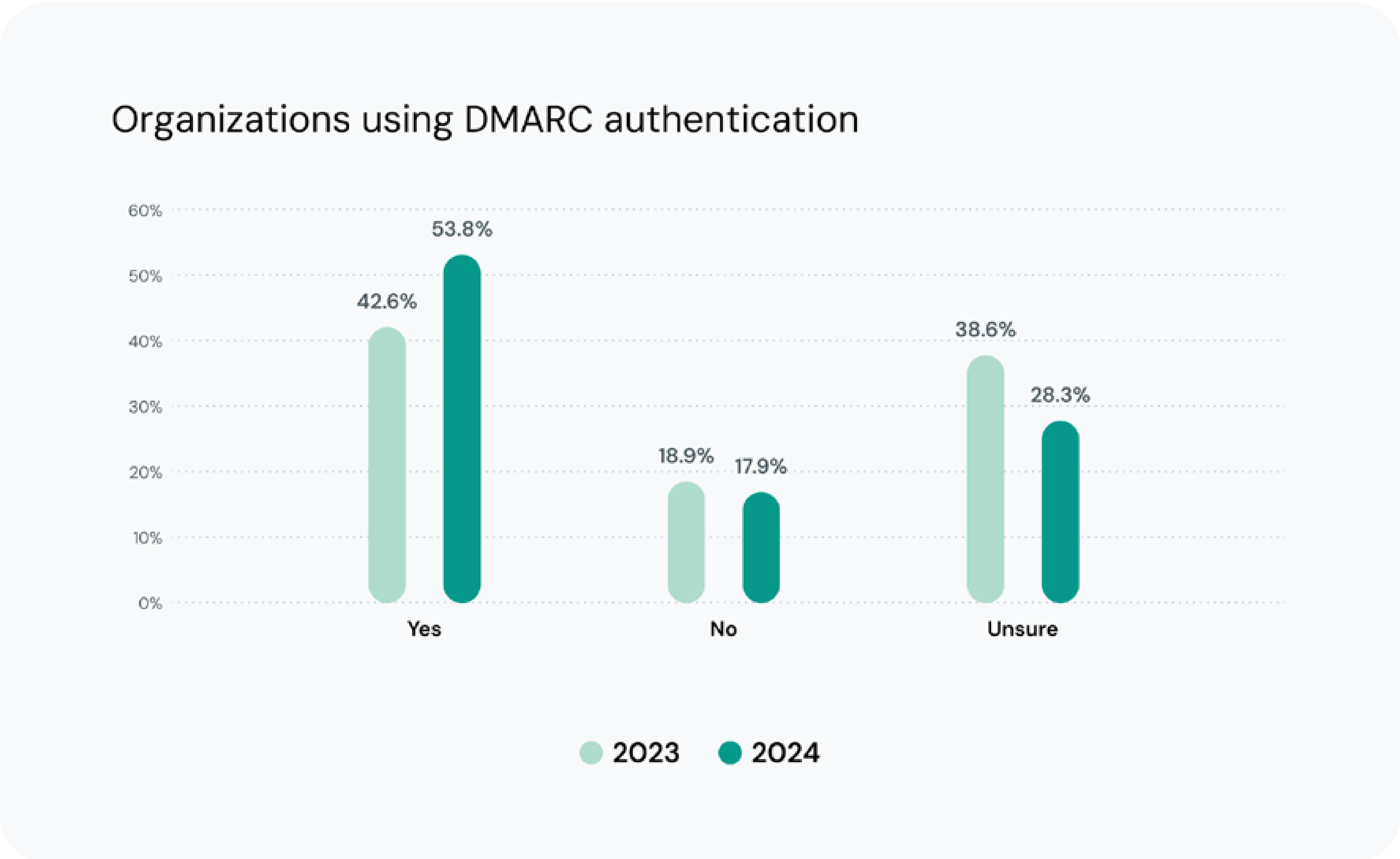
"SPF, DKIM, and DMARC all work in synchronization across the board simply because they cover different aspects of what you're trying to do with email authentication. But at the end of the day, it's a way for you as the sender to say, 'I own this domain, emails for this domain should be coming from these locations.' And then be able to sign that."

Jonathan Torres
TAM Manager, Sinch

Most organizations are already using the SPF and DKIM protocols. However, there's been a push for more senders to adopt DMARC and enforce it with a policy that either quarantines or rejects messages that fail authentication.

DMARC is the most effective way to thwart phishing attempts known as brand spoofing. This is when a bad actor sends emails impersonating a recognizable brand in an attempt to acquire sensitive information from victims.

Sinch Mailgun's **State of email deliverability** report found that new sender requirements from Google and Yahoo in 2024 lead to an uptick in DMARC adoption. In 2024, more than half of senders (54%) said they were using DMARC while 28% were unsure and 18% have not adopted the email specification.

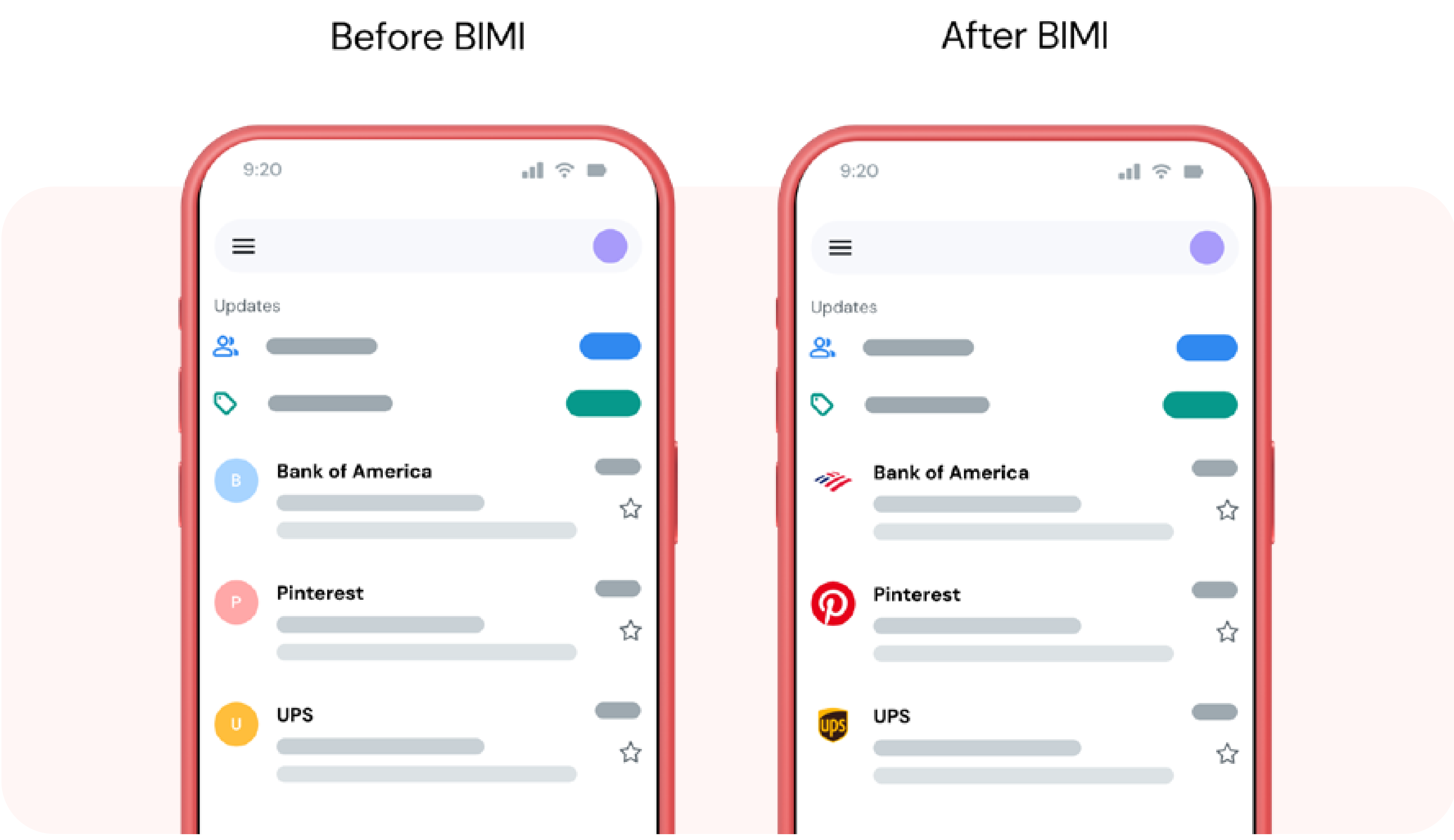


DMARC is one of the best ways to make sure that email can continue working as a trusted customer communication channel. Get more insights and advice on **implementing DMARC** from the email experts at Sinch Mailgun.

Building trust with BIMI for email

There's another email specification that is connected to sender authentication and provides a visual indicator that a message comes from the business it claims to be from.

Brand Indicators for Message Identification (**BIMI**) was introduced to encourage adoption of DMARC. BIMI shows a certified logo next to emails in the inbox. But to qualify, DMARC must be set up to either quarantine or reject messages that fail authentication.



In general, BIMI adoption has been somewhat slow. However, financial institutions were among the first and most likely brands to use the specification. In fact, Bank of America even partnered with Gmail to help launch BIMI.

Many FinServ companies see the value in delivering messages that recipients can trust. Since you need to have strong email authentication to qualify for BIMI, it also shows mailbox providers your messages deserve to reach the inbox and not the spam folder.

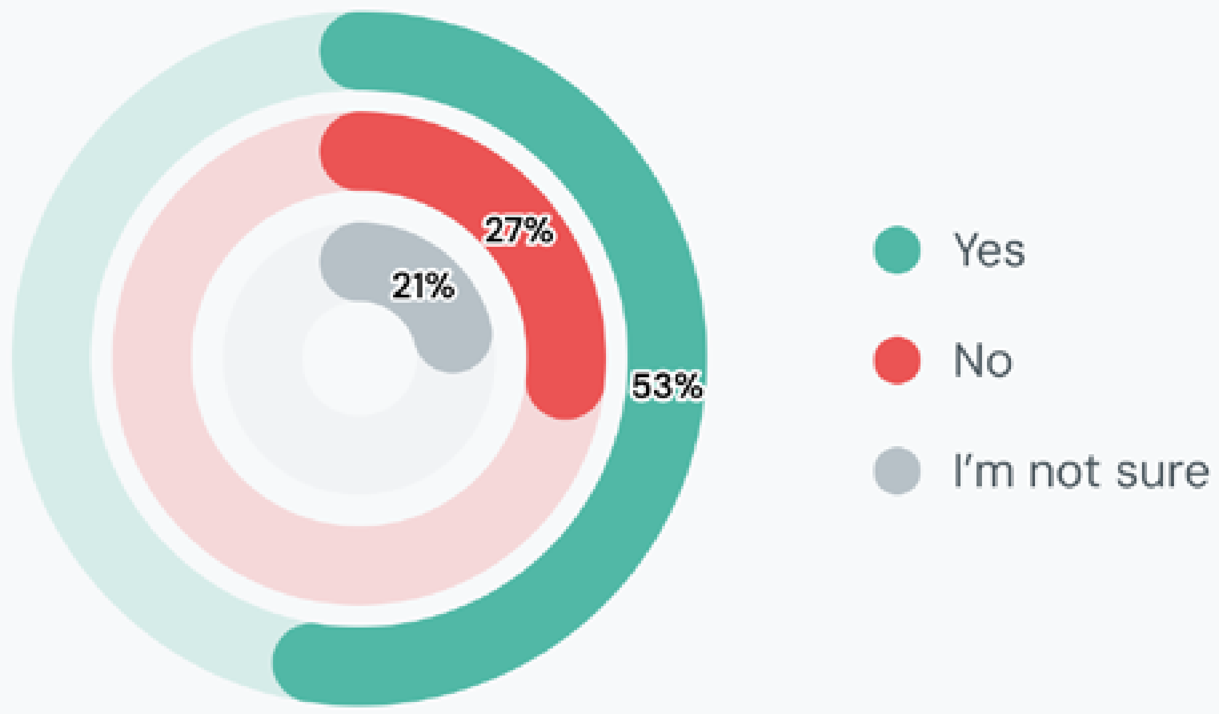
Does something seem phishy?

It can be tough to tell when you are looking at a phishing or smishing message. Businesses often train employees to recognize the signs, but not all consumers are fortunate enough to have that education.

However, when consumers do fall prey to bad actors, fraud, or identity theft, it can make them wary of engaging with real messages from ryour company. That lack of trust could have a negative impact leading to customer services issues and reduced engagement.

Our survey found that close to **53% of consumers recalled receiving a legitimate message from a brand that they first found to be suspicious**. Another 21% were unsure if they'd had that experience in the last year.

In the last year, have you received a message from a business that seemed suspicious even though it was legitimate?



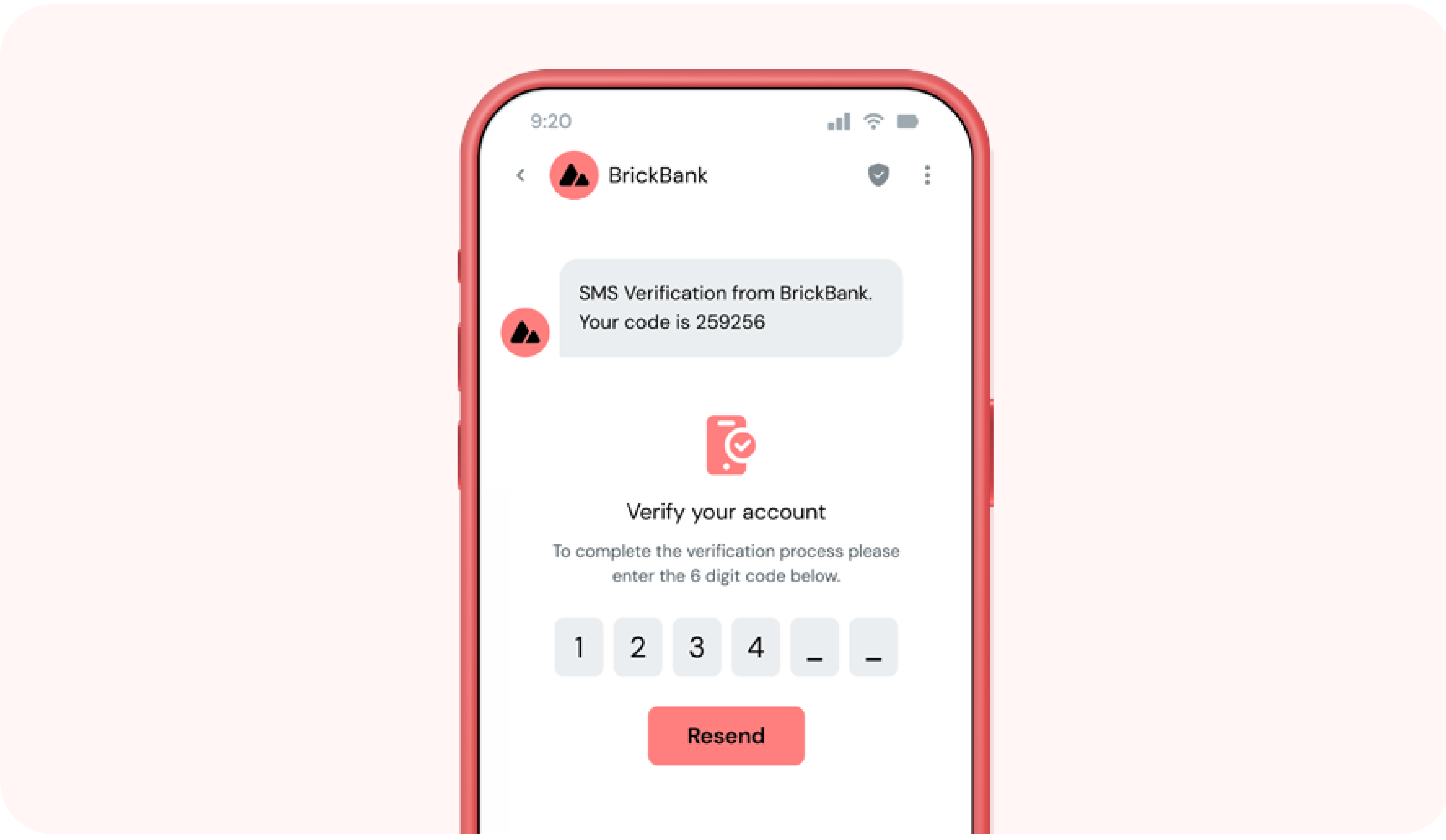
If you want customers to engage with your marketing messages or take other actions, you need them to trust that what you're sending is safe. RCS for Business is now an option that provides your customers with clear signals that what you're sending is trustworthy.

Safe communications begin with user verification

While email authentication protocols, API gateways, firewalls, and other cybersecurity measures certainly play significant roles, your customers see the effort you put into protecting their accounts with OTPs and multi-factor authentication (MFA).

A **multi-channel user verification strategy**, including one using SMS, email, voice, or even WhatsApp, ensures customers can quickly and securely access their accounts. It also helps FinServ companies meet diverse customer preferences, ensure delivery, and avoid single points of failure.

With the **Sinch Verification API**, your business doesn't have to choose. Easily integrate multi-channel user authentication with your application or existing technology such as identity as a service (IDaaS) platforms like Okta and Auth0.



FINANCE COMMUNICATIONS IN ACTION

Verifying accounts at scale

Triodos Bank operates financial institutions in five different countries. Its IT leaders trust Sinch to help them deliver verification messages that protect users and their accounts when logging into the bank's mobile app or customer portal.

Not only does SMS verification quickly provide account access, but SMS communications have also streamlined the account creation process, encouraging growth.

Triodos Bank

"Sinch has simplified our operations with OTP functionality. Customers receive a password quickly and easily, and then they can readily perform secure transactions in their accounts."

David Barreales
IT Manager, Triodos Bank Spain

Get the rest of the story

Find out more about why they chose Sinch and how this financial institution uses communications to prevent fraud when you read the full customer story.

Keeping people happy

In financial services, customers who are engaged, informed, and feel safe are bound to be happier. However, there's even more to the experience than that. Customer communications that are designed to deliver happiness often come from the people and processes that provide service and support.

Keeping financial services customers happy includes everything from timely responses to support inquiries and claim updates to follow-up messages after a dispute or appointment. These interactions define the experience long after someone is approved for a loan, makes an investment, or opens an account.

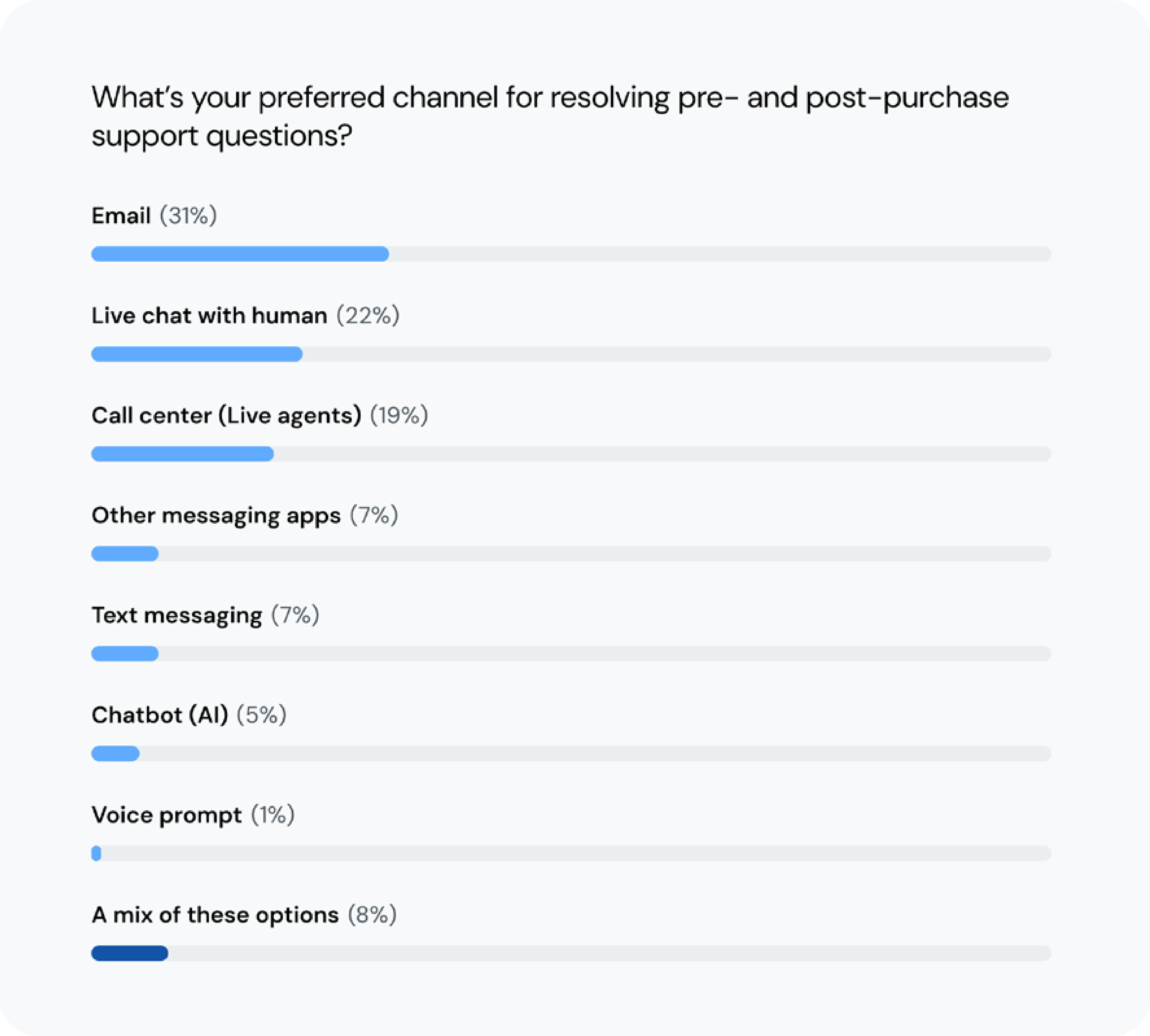
People expect proactive, cross-channel support. They want to resolve issues on their terms, whether that's through a chatbot, live agent, SMS thread, or secure in-app message. **In a competitive environment, an emotional connection with your company is just as important as rates or rewards**. For financial institutions, this isn't just about making people feel good. It's also about reducing churn, shortening support cycles, and improving operational efficiency.

Let's wrap up our exploration of the state of financial communications with a look at what consumers say they need in terms of service and support. Because when your customers feel heard, helped, and respected – they don't just stay happy. They stay loyal.

Which channels work best for customer support?

Many customer support interactions happen before and after some sort of transaction or decision takes place. In our consumer survey, we described these as pre- and post-purchase messages and conversations.

While email still sits on top of the list at 31%, it's clear that consumers also lean towards human interaction for service and support. **22% of respondents prefer a live chat with a real person while 19% would want to contact someone at a call center**.



The 8% of consumers who said they prefer a mix of channels are onto something. **Customer support conversations can and should occur on a variety of channels.**

That means it's crucial to connect communication channels to each other and the platforms your support team uses.

Easing frustrations with connected communications

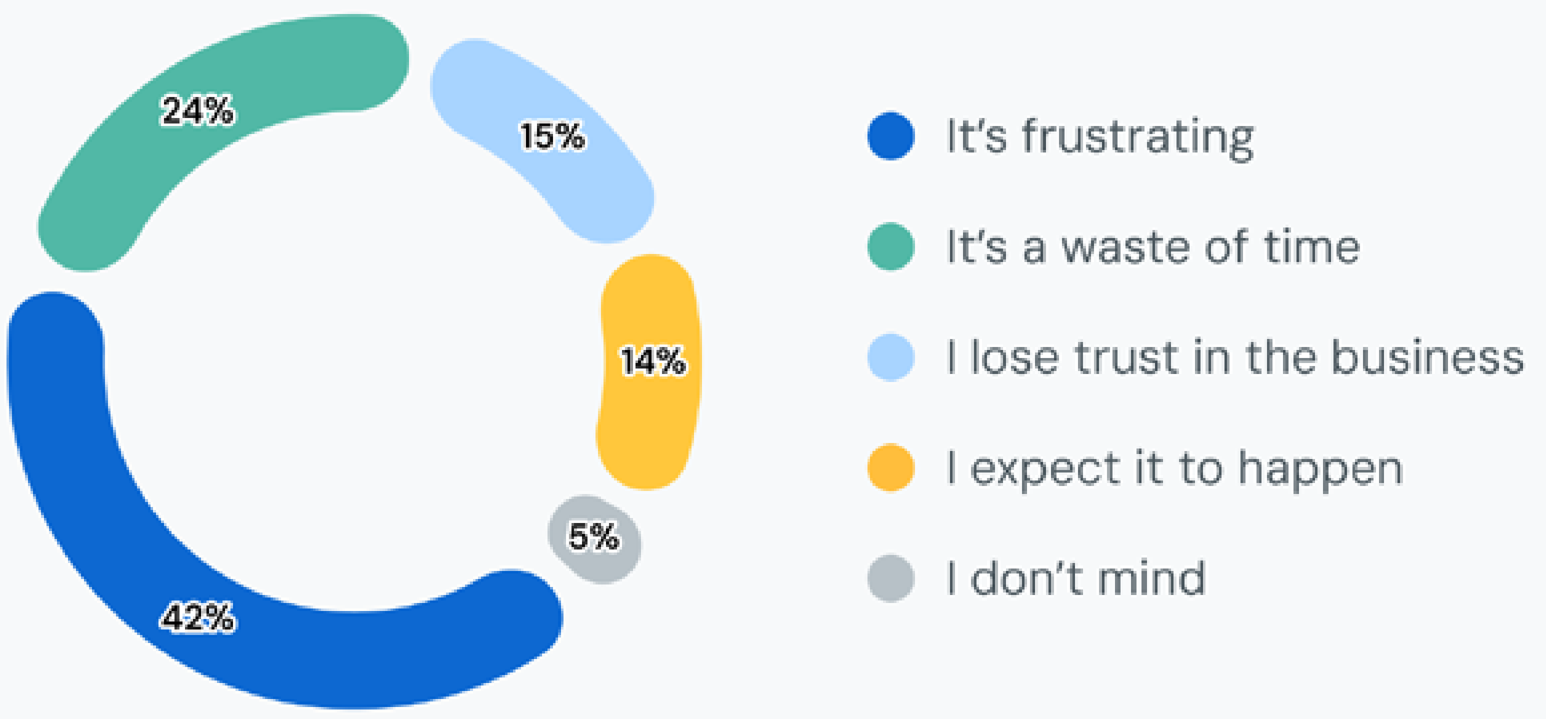
Whether it's because they're switching between agents or communication channels, a common consumer pain point occurs when people are forced to repeatedly explain their situation in an attempt to get support.

Our survey found a combined **81% of consumers have a negative reaction to that situation:**

- 42% said it's frustrating.
- 24% said it wastes their time.
- 15% lose trust in the business as a result.

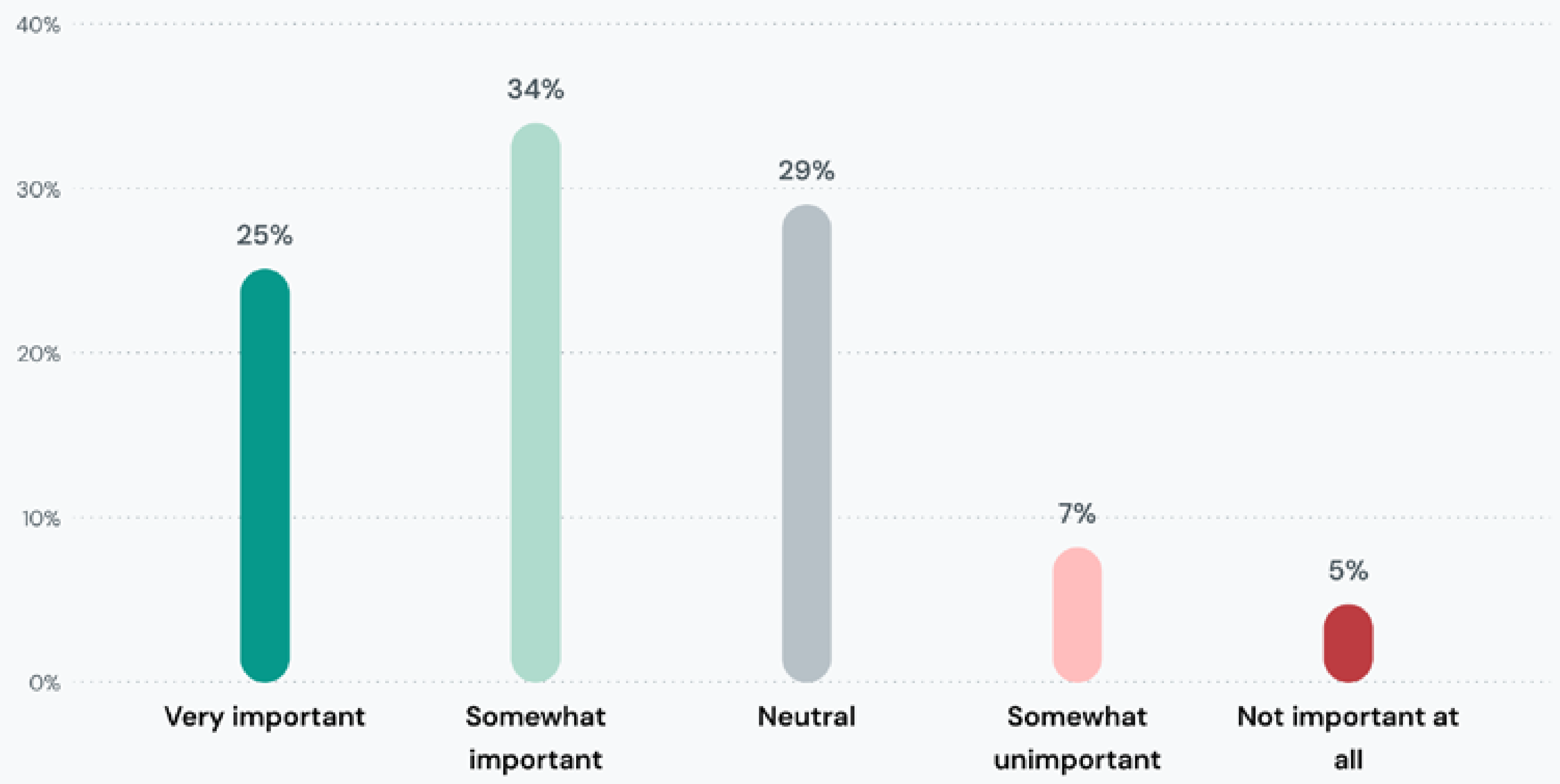
While 14% of consumers expect to repeat information to customer service, only 5% said they don't mind doing so.

How do you feel when you have to repeat your issue or question during conversations with support?



In a separate question, a combined **59% of consumers indicated it's very or somewhat important that information they provide flows between channels**, like live chats, email, text, and voice.

How important is it that information you provide to support transfers between communication channels?



Even though results featured in the first chapter found more than half of FinServ respondents claim channels are fully connected/integrated, **that still leaves more than 40% of companies who say communications are only partially integrated or not at all**.

This is where a Communication Platform as a Service (CPaaS) solution is often the answer to the problem. A CPaaS solution can provide omnichannel support as customer information transfers seamlessly between channels and representatives. For example, Contact Pro from Sinch is built to enable cohesive communication across email, SMS, mobile messaging apps, chats, and the voice channel.

Sinch CTO Brett Scorza explains why those communication connections are essential.

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"As the number of interactions between consumers and companies grow, there's massive volumes of data. So, companies need to think about how to leverage the data they have and collect to make meaningful insights that make engagements with customers better."

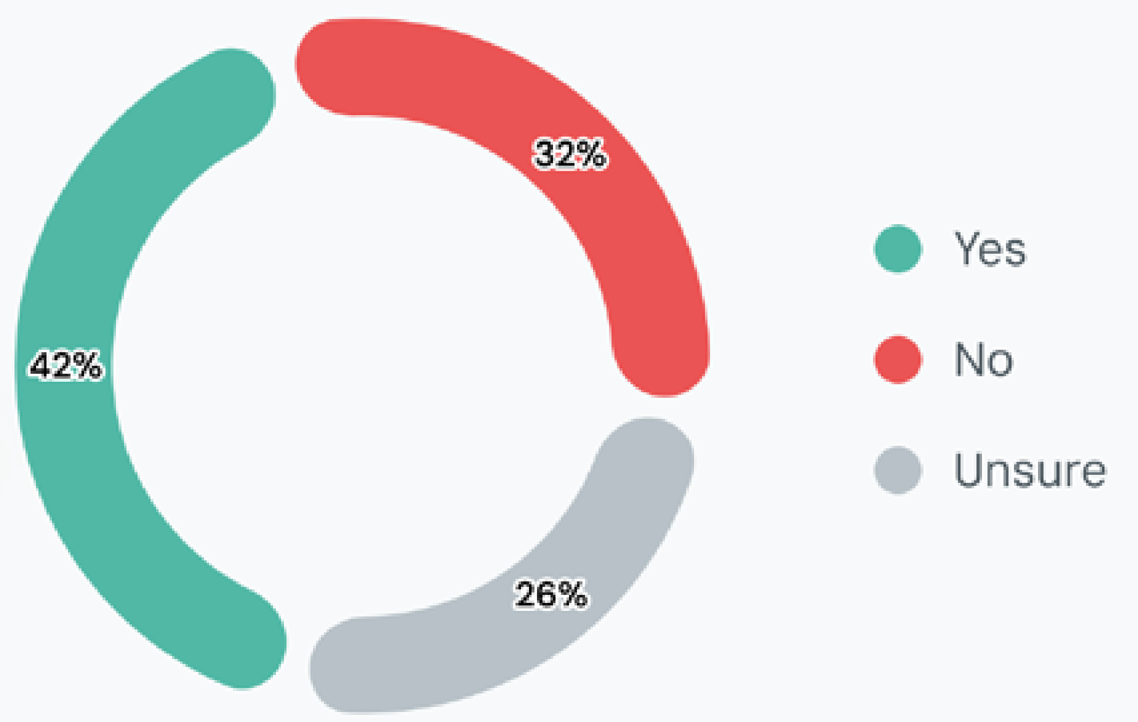
Brett Scorza
Chief Technology Officer, Sinch

Can AI chatbots keep consumers happy?

While only 5% of consumer respondents indicated they'd prefer interacting with an AI-powered chatbot – meaning it wouldn't be their first choice – many more are willing to do so.

When asked if they'd work with an AI chatbot that's been trained to answer questions based on a company's support documentation, around 42% answered "Yes". While 32% wouldn't want to use a chatbot, another 26% were unsure about the idea.

Would you work with an AI-powered solution that's been trained on a business's support documentation?



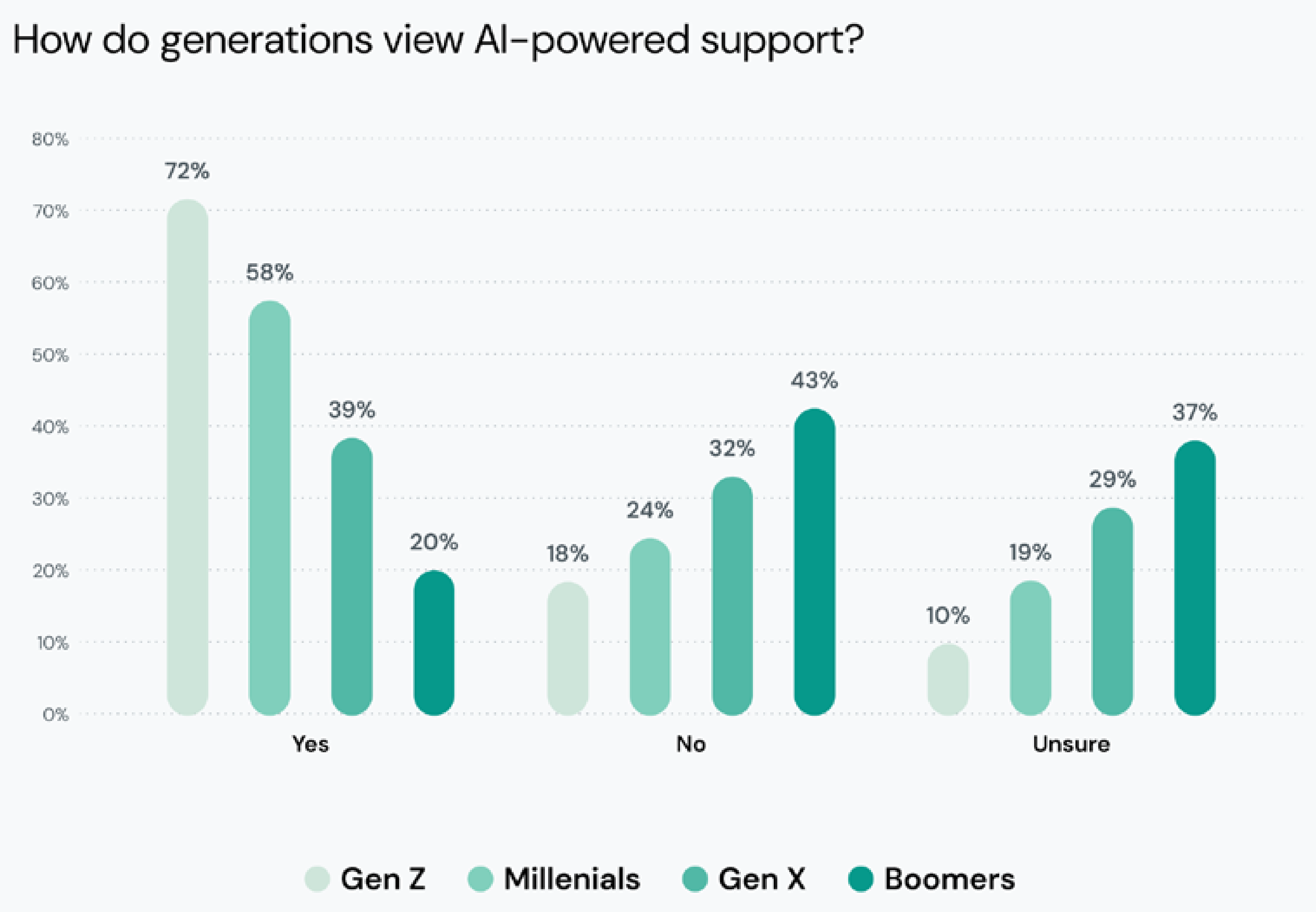
An important feature of effective chatbots is the ability to identify when a user is getting frustrated and needs to be transferred to a live representative.

Artificial intelligence can handle many of the basic and most redundant support questions. However, sometimes a human touch is needed to handle delicate situations, solve problems, or provide financial expertise.

When AI does handle the basics, it reduces strain on support teams and enables them to focus on more important interactions. That's going to make your customers happier.

Generational differences

Once again, younger consumers are more likely to be early AI adopters. **Nearly 72% of Generation Z respondents said they'd work with an AI solution for support**. Compare that to just 20% of baby boomers who feel comfortable with AI. The other generations fell in the middle with 39% of Gen Xers and 58% of millennials being willing to use AI for support communications.



The key to convincing those with uncertainty as well as the naysayers, is an improved customer support experience that generates happiness through artificial intelligence. AI chatbots are available to help customers 24/7 (and they're never in a bad mood).

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"Consumers have become more and more demanding. Generative AI in communications enables companies to leverage their insights and information to instantaneously answer customers. I think compared to where we are today, in terms of customer care and customer service use cases, we're going to start to see AI handle 10 times the volume that it's already handling today."

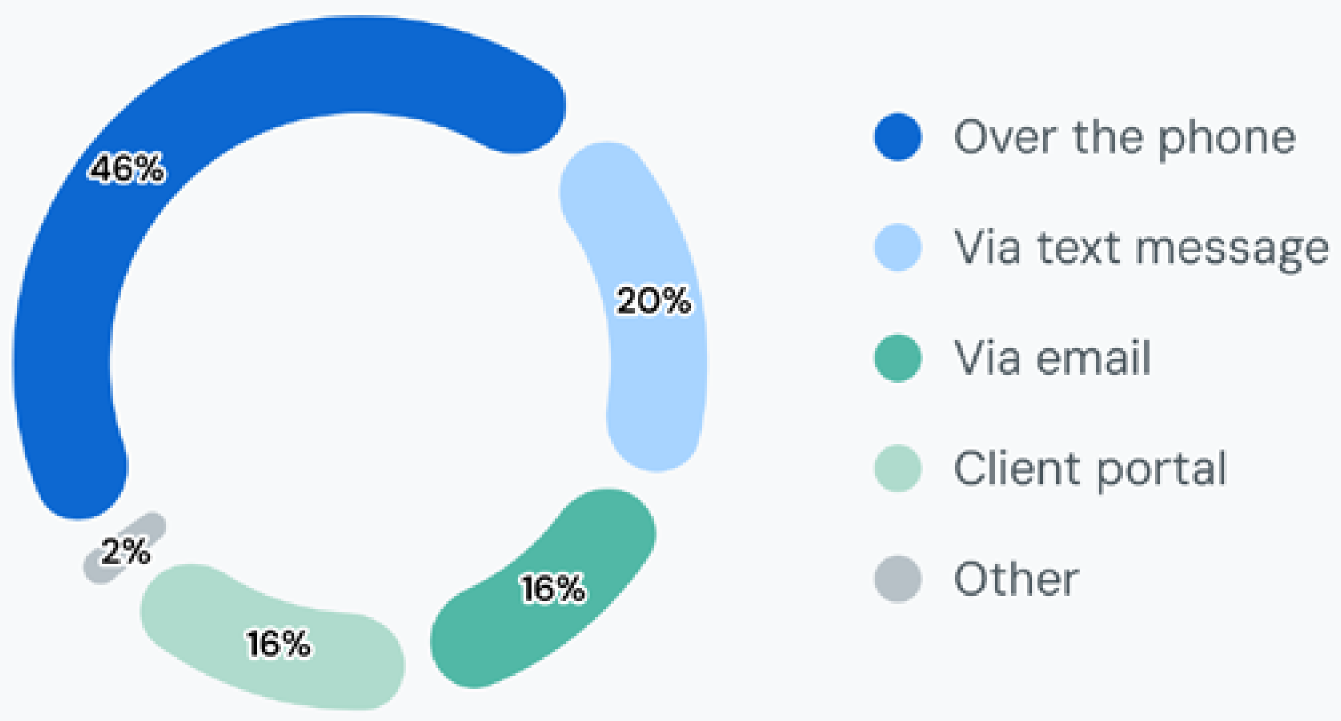
Laurinda Pang
CEO, Sinch

Following up on fraud alerts

A common customer support experience in financial services occurs after someone receives a fraud alert. This can be a stressful situation. The recipient often needs clarification or wants to know more.

Voice is the preferred channel for resolving these situations, as 46% of consumers want to make a phone call. However, 20% would continue the conversation on their text messaging application.

How would you prefer to resolve the situation after receiving a fraud alert?



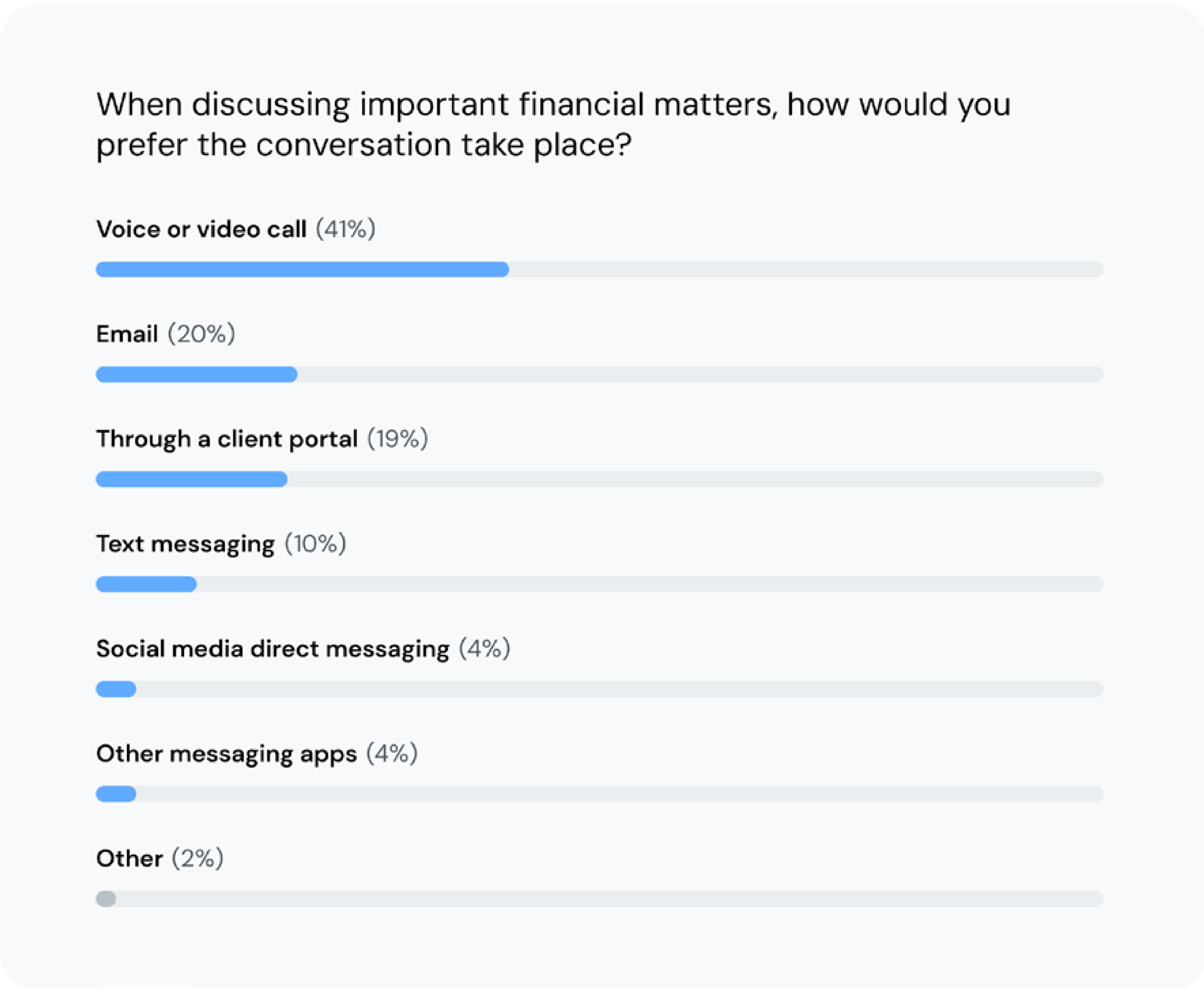
16% want to handle this type of communication by logging into a client portal or application. This also might be the first place they go to investigate what's happening.

Email proved to be far less popular for this purpose compared to other situations. The channel is likely too slow for communications about fraud.

Preferences for receiving expert financial support

There are many customer service scenarios that cover basic questions and concerns in financial services. There are also situations in which customers don't want to talk to support agents, they need to speak with a financial expert.

Sinch's research found 41% of people would want those kinds of conversations to take place through a voice or video call. Meantime, when a face-to-face meeting isn't possible, 20% want to use email and 19% would do so through a FinServ company's client portal.



In financial services, digital customer communications can deliver happiness through both simple answers as well as more complex conversations.

Get even more insights on how to provide world-class support when you check out our article with 5 examples of excellent customer service in banking. It features real communication strategies from several financial institutions.

FINANCE COMMUNICATIONS IN ACTION

Two-way SMS improves customer support

Nets is a European payment processor that handles millions of credit card transactions every day. The company needed a faster way to prevent fraud and verify transactions with cardholders. They found that two-way texting fit the bill perfectly.

Nets worked with Sinch to set up a two-way SMS experience that lets people know about suspicious charges in real-time. It also avoids the unnecessary hassle of losing access to a preferred payment method when charges are legitimate.

nets

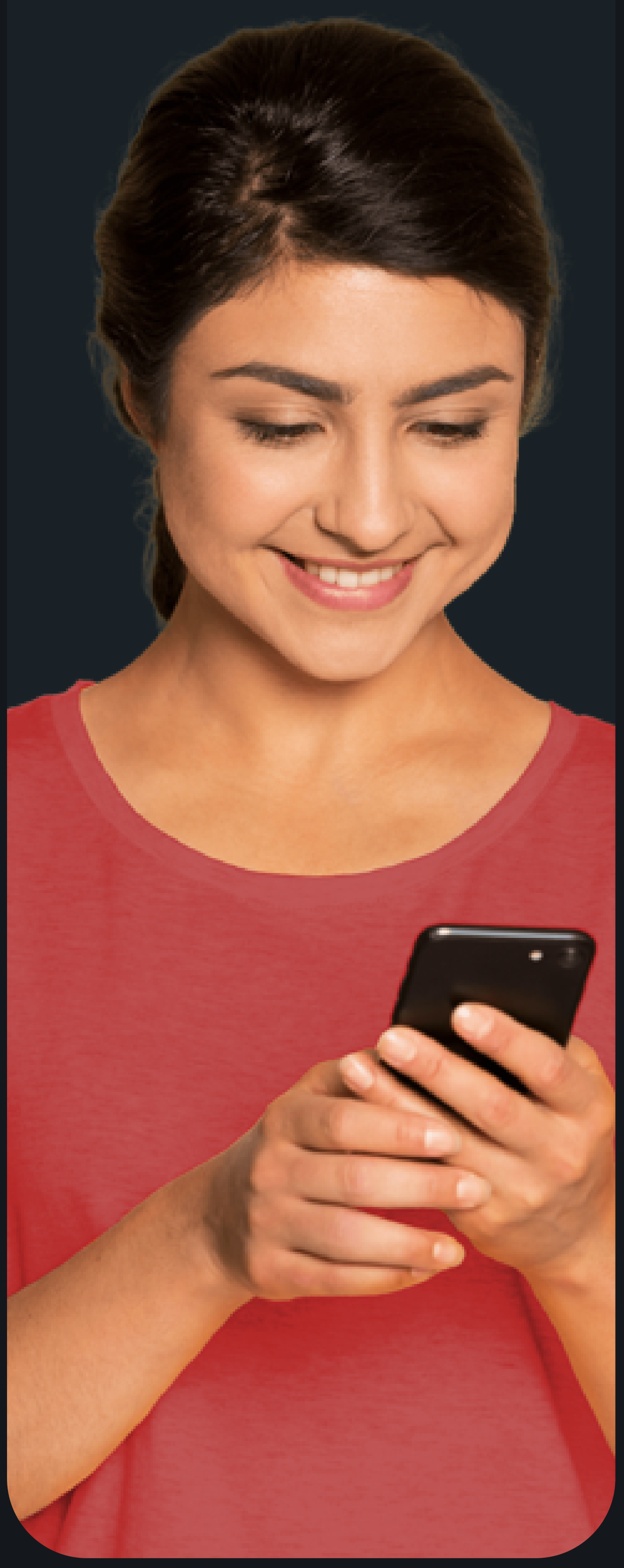
"The two-way communication solution allows us to react instantly towards cardholders while ensuring the best user experience and a high level of security at the same time."

Majken Bech Thanning
Product Manager, Nets

Get the rest of the story

Find out more about how this process benefited Nets and the people they serve when you [read the customer story]. Discover the ways this communication solution improved flow, supported instant brand recognition, and reduced friction for end-users.

Make every message matter with Sinch



Your customers expect more than account access and transactional updates. They want clear communication, personalized guidance, and confidence that their provider is always one step ahead of the game.

At Sinch, we help FinServ companies build trust and loyalty through smarter, safer communication. With the most complete suite of messaging, email, voice, and verification solutions on the market, we make it easy to create customer experiences that keep people engaged, informed, safe, and happy.

Engaged

Drive meaningful action with personalized communication across every channel. Whether it's SMS loan offers, RCS savings prompts, or onboarding email journeys, Sinch helps financial institutions connect with customers in engaging ways.

Informed

From transaction alerts and policy updates to payment due reminders and investment summaries, Sinch helps you deliver real-time information that keeps customers feeling in the know and in control. Deliver information using SMS, email, push notifications, OTT channels, and more.

Safe

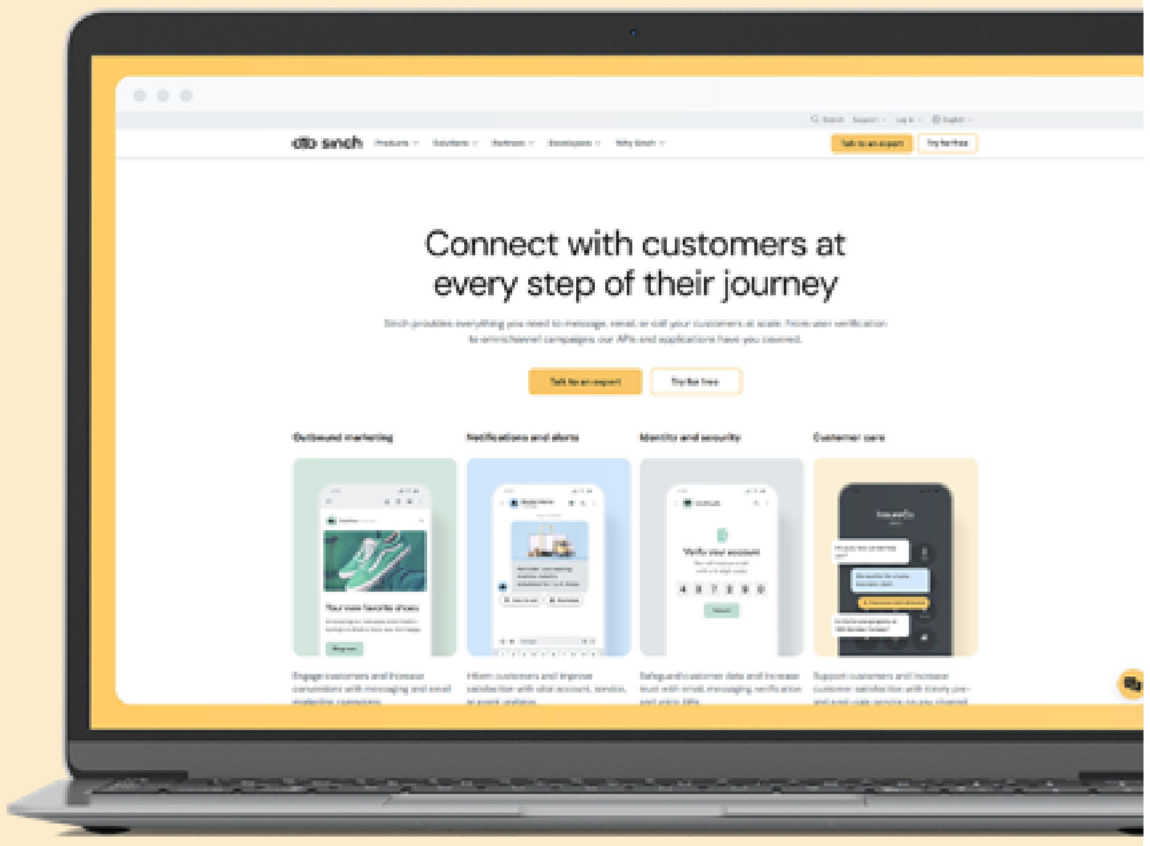
Sinch's identity and authentication solutions – including SMS OTP, flash call, email verification, and number lookup – help you prevent fraud, protect access, and meet regulatory requirements without slowing down the user experience.

Happy

Make customer service experiences feel human, helpful, and effortless. With AI-powered chat, responsive messaging, and integrated voice, Sinch empowers your team to support customers at scale – resolving issues quickly, reducing inbound volume, and keeping satisfaction high.

Make every customer interaction count.

Get started today at [Sinch.com](https://sinch.com)



About the survey

Sinch fielded this research with two separate surveys in January and February of 2025. It included a global consumer survey and an industry survey covering retail respondents.

The consumer survey consisted of 2,800 participants from 12 countries. The industry survey consisted of 400+ participants from the United States. Results in this report are occasionally rounded to the nearest percentage.

Consumer survey breakdown

Countries	Gender	Age group
United States: 25.2% India: 9.4% Brazil: 9.2% United Kingdom: 9.1% Australia: 9.0% Canada: 7.4% Germany: 7.1% France: 7.1% Mexico: 5.4% Singapore: 3.7% Spain: 3.7% Italy: 3.6%	Female: 53.4% Male: 46.1% Non-binary (or no answer): 0.4%	Before 1946: 3.0% 1946-1964: 31% 1965-1980: 27.1% 1981-1996: 28.6% 1997-2012: 10.3%

FinServ industry breakdown

Company size (by headcount)	Annual revenue	Job roles
51 to 200: 25.1% 201 to 500: 24.6% 501 to 1,000: 25.3% More than 1,000: 25.1%	$10M - $50M: 25.3% $50M - $100M: 25.1% $100M - $500M: 25.5% More than $500M: 24.1%	C-suite executive: 25.5% VP-level executive: 25.1% Director: 25.5% Management: 23.8%

Sinch is pioneering the way the world communicates. More than 150,000 businesses – including many of the world's largest tech companies – rely on Sinch's Customer Communications Cloud to improve customer experiences through mobile messaging, voice, and email.

Sinch has been profitable and fast-growing since it was founded in 2008. It is headquartered in Stockholm, Sweden, with shares traded at NASDAQ Stockholm: XSTO: SINCH. Learn more at sinch.com.