

April 9, 2002

For immediate release

New survey of Swedish Internet bank customers:

## Simplicity and functionality – more important than price and security

Internet banks' customers rank simplicity (27%) and functionality (23%) above availability (16%), security (16%), speed (13%), and price (5%). Most list simplicity as their top priority. These results are based on a spring survey of 19,200 customers of Sweden's eight Internet banks. Cyber Com implemented the survey between 18 February and 4 March. Cyber Com will release a larger survey on the Swedish banks' internet-services for personal usage in May which will be based on these results.

The survey also shows that 71% of the customers carry out their bank dealings in the home; 28% at work, and just 1% on public computers.

Customers said that Internet-based account and payment services are the best and most important. And they claim that within pension and consultation services were least developed and least important.

### **For more information:**

Björn Julin, manager, Cyber Com financial services

+46 709 313 224