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## **New Open Finance report from TISA and EY reveals consumers consider Dashboards among most valuable future personal finance apps**

- Over 90% of consumers surveyed said they would use dashboards that consolidate the view of pensions, savings, and investments in one place
- Barriers to adoption remain with mis-selling and unauthorised access to data seen as the biggest issues
- 94% of consumers currently using a dashboard would use an app if security was guaranteed by a trusted financial institution

Over 90% of UK consumers with a retirement saving pot have said they would consider using a digital dashboard to get a consolidated view of their total pensions, savings and investments according to a new report by TISA (The Investing and Saving Alliance) and EY.

The report, conducted in early 2022, surveyed UK consumers to collect the views of savers. While the report shows a strong consumer appetite for open finance solutions, where 94% of participants claimed they would use Open Finance apps if security could be guaranteed, a number of barriers to more widespread adoption remain. Mis-selling and unauthorised access to data are currently seen as the biggest perceived issues.

The report also identified that customers who have access to all the information they need are almost 10 times more likely to switch to better value deals when offered. Such deals include Open Finance tools and other, data-driven technological solutions such as access to comparison sites

**Harry Weber Brown, CEO, TISA Digital, said:** *“Consumers will be able to easily and securely view their financial position by drawing data from multiple providers enabling them take more control of their finances. Financial service providers will be able to build better customer propositions utilising open data and shared services. This presents revenue generation opportunities and cost savings in data gathering processes for financial services.*

*“But we should be clear about the barriers to creating a world-class Open Finance ecology. The security of private data must be assured and significant investment made into designing user-friendly and open APIs. Core principles for any Open Finance solutions must consider affordability, particularly to ensure accessibility for smaller members, a fair allocation of costs and the capacity for ongoing development*

*“TISA’s OSIP programme has been trialling a number of responsible solutions to these questions, and I would like to take the opportunity today to invite the industry to participate in our initiatives and pool resources and information to create a world-leading Open Finance framework, together with the regulators and the Government.”*

**Jason Whyte, Partner at EY, said:** *“The UK was a world leader in Open Finance when the Open Banking regime launched in 2018, but the expected expansion has not yet materialised. With Smart*



*Data included in this year's Queen's Speech, however, we expect the legislative and regulatory frameworks to enable – and compel – Open Finance to take shape more quickly, and it is a good time for industry players to engage with the agenda and start building it into their strategy.*

*“While a core group of early movers are now moving into beta testing TISA’s model for Open Finance through OSIP, we realised that many others did not have a strong understanding of what Open Finance is, what it aims to achieve and how it affects the industry. Our work with TISA on this report aims to address this gap and act as a resource for firms as they start to consider the challenges and opportunities that Open Finance will present their businesses.”*

The report concluded with **recommendations for the governance model for Open Finance**. The diversity of products and solutions – and of the organisations supplying them – means that it would be very difficult for a single body to cover the full scope of Open Finance.

One plausible model is that all the entities could sit under the umbrella of the Smart Data Function, which would then provide a foundation of interoperability to support existing entities such as Open Banking and the Pensions Dashboard and aid in establishing bodies for Open Insurance, Open Savings, Investments and Pensions and others.

As an example of the successful use of data by regulatory bodies in its Smart Data consultation paper, the Government cited a striking statistic about the energy market: following the CMA’s investigation into vulnerable consumers, energy suppliers were required to provide details to Ofgem about their customers who had been on an expensive standard variable tariff for over three years.

This allowed Ofgem to create a database of disengaged customers and test interventions to engage them. The trial resulted in 22% of consumers switching to a cheaper deal. Notably, in the Ofgem trial program for customers of regulated energy markets, a quarter (25%) of those who used tools to switch providers were over 75 years old.

Read more on Open finance and find the full report here: <https://www.tisa.uk.com/open-finance-report/>

**-ENDS-**

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**Notes for Editors**

The **report** [link] from TISA and EY, conducted in early 2022, included a detailed survey of publications on Open Finance and qualitative research through structured interviews, as well as a survey with TISA members. The study’s findings are bolstered by primary research carried out by TISA’s Open Savings, Investments & Pensions (OSIP) programme.

**Open Banking** makes use of open APIs that enable third-party developers to build applications and services around the financial institution. Greater financial transparency options for account holders



ranging from open data to private data. Open banking is enabling a world of innovative apps and services tailored to users' financial data.

**Open Savings, Investments & Pensions (OSIP)** is a TISA initiative to create a set of API standards for savings, investment and pensions products. OSIP builds on Open Banking which enables consumers to share their current account data with third parties to access new products and services.

OSIP builds on the principles of Open Banking. TISA's work with Open Savings, Investments and Pensions (OSIP) has thus far proved a successful testament to this, with a number of leading financial services providers joining to be involved in the sandbox testing phase.

**The Investing and Saving Alliance (TISA)** is a unique, rapidly growing membership organisation for UK financial services.

**Our ambition is to improve the financial wellbeing of all UK consumers.** We do this by focusing the convening the power of our broad industry membership base around the key issues to deliver practical solutions and devise innovative, evidence-based strategic proposals for government, policy makers and regulators that address major consumer issues.

TISA membership is representative of **all sectors of the financial services industry**. We have **over 240-member firms involved in the supply and distribution of savings, investment products and associated services**, including the UK's major investment managers, retail banks, online platforms, insurance companies, pension providers, distributors, building societies, wealth managers, third party administrators, Fintech businesses, financial consultants, financial advisers, industry infrastructure providers and stockbrokers.

As consumers, the financial services industry and the economy react to and recover from the effects of the pandemic, the importance of the three key pillars of work that TISA prioritises has never been more apparent:

- **Strategic policy initiatives that influence policymakers** regarding the financial wellbeing of UK consumers & thereby enhancing the environment within which the industry operates in the key areas of **consumer guidance, retirement planning, later lifetime lending, vulnerable customers, financial education, savings and investments**.
- TISA is recognised for the **expert technical support provided to members** on a range of operational and regulatory issues targeted at improving infrastructure and processes, establishing standards of good practice and the interpretation and implementation of new rules and regulations covering **MiFID II, CASS, ESG/RSI, operational resilience, Cyber Risk, SM&CR** and a range of other areas.
- **Digital transformation initiatives** that are driving ground-breaking innovation and the development of industry infrastructure for greater operational effectiveness and revenue promoting opportunity for firms. TISA has become a major industry delivery organisation for consumer focused, digital industry infrastructure initiatives – **TISAtch** (a digital marketplace that brings together financial institutions and FinTechs for greater collaboration and innovation) and **TURN** (TISA Universal Reporting Network – a digital platform providing a secure data exchange for financial services using blockchain technology) – alongside projects **Digital ID** and **Open Savings & Investment**. This reflects TISA's commitment to open standards and independent governance.



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