



“Should a SEPA regulation define the business model for SEPA direct debits?”

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# The 2008 SEPA monitoring study

[http://ec.europa.eu/consumers/rights/docs/SEPA\\_monitoring\\_study.pdf](http://ec.europa.eu/consumers/rights/docs/SEPA_monitoring_study.pdf)

- For 69% of the banks surveyed, conditions were unclear or inadequately explained.
- Tariffs of current accounts vary widely, not only between countries, but also within the domestic market.
- The second SEPA monitoring study will provide additional data.



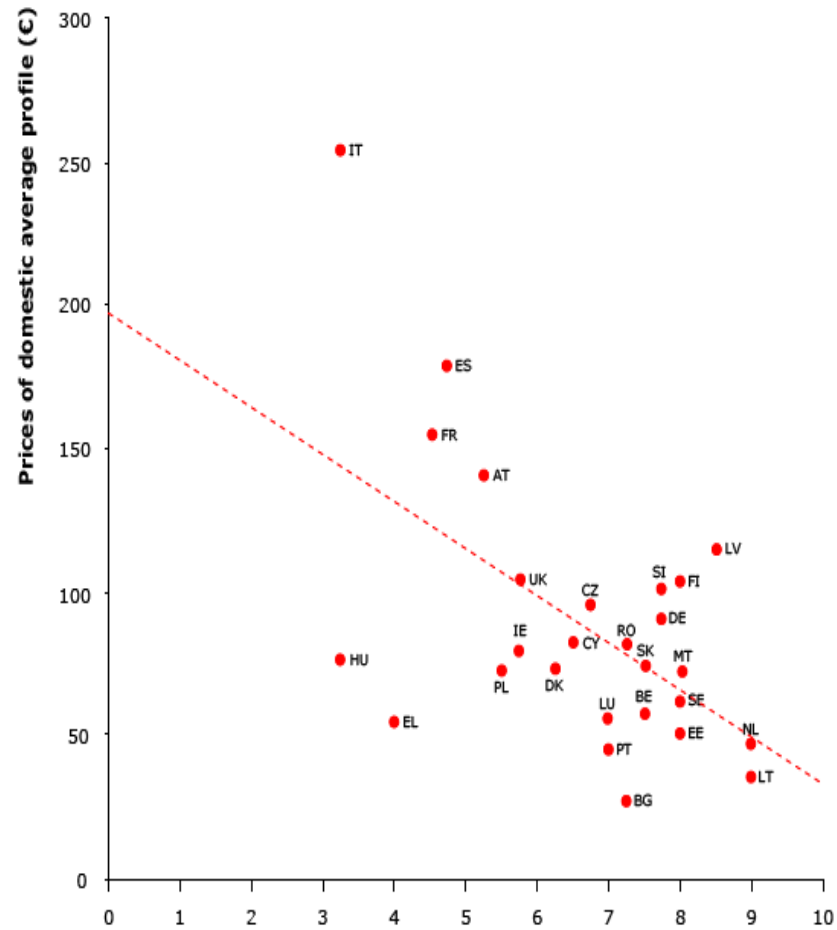
# The 2009 study on banking fees

[http://ec.europa.eu/consumers/strategy/docs/prices\\_current\\_accounts\\_report\\_en.pdf](http://ec.europa.eu/consumers/strategy/docs/prices_current_accounts_report_en.pdf)

- 66% of the experts who carried out the study could not understand fees on a first reading.
- Transparency and prices are correlated: countries where tariffs are more transparent tend to have lower prices and vice-versa.
- The annual costs of current account fees within the EU range from €352 in Italy to €28 in Bulgaria.

# Transparency and prices

Graph 7 – Price of average profile vs. transparency and simplicity





# Transparency issues

- Lack of transparency is one of the major sources of consumer detriment as consumers cannot make informed choices.
- Lack of transparency leads to inefficiencies.



# The Consumer Scoreboard 2010

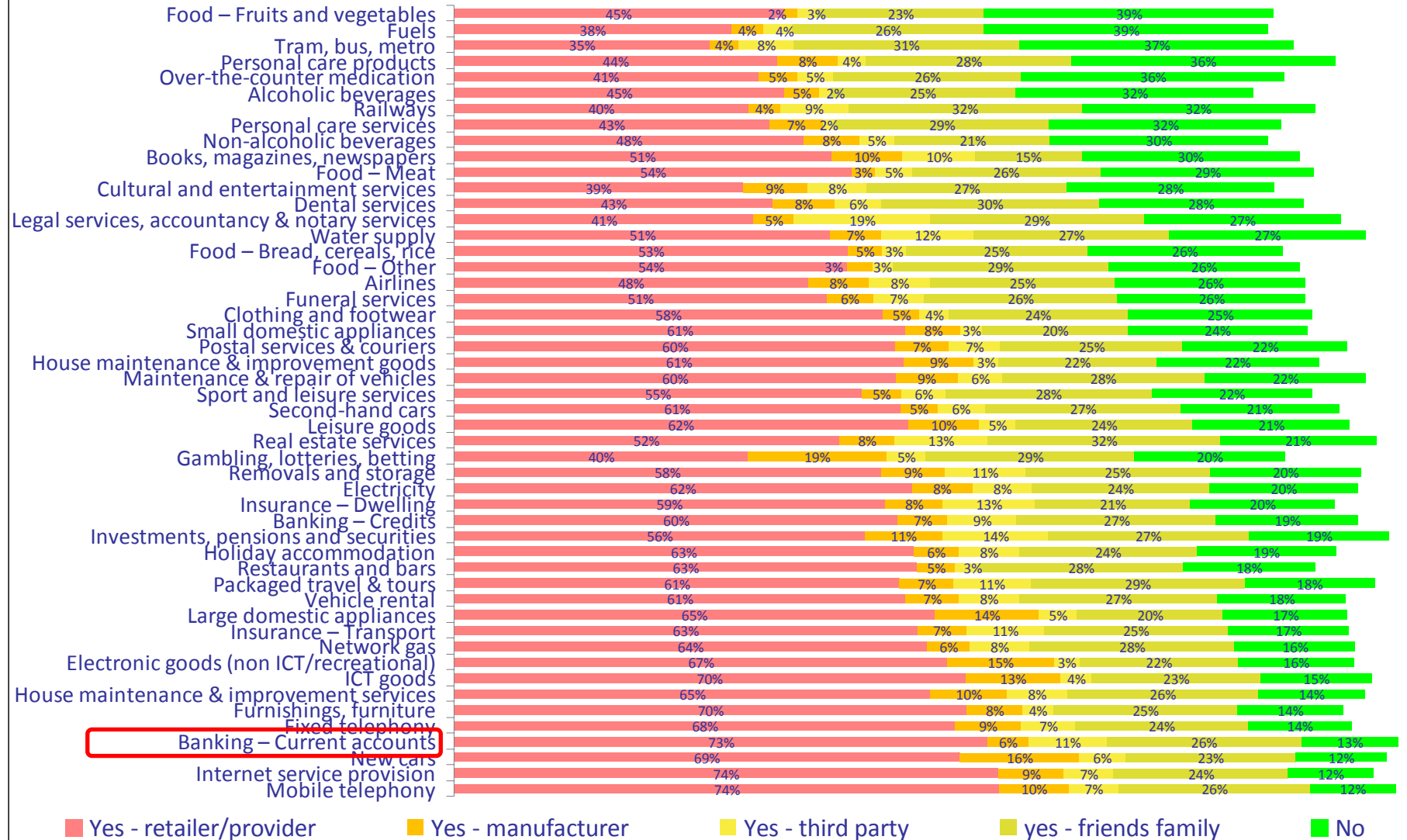
[http://ec.europa.eu/consumers/strategy/facts\\_en.htm#4CMS](http://ec.europa.eu/consumers/strategy/facts_en.htm#4CMS)

- Banking services score in the bottom 10 of the 50 services we examined.
- 73% of consumers complained about current accounts for some reason with their providers.
- 50% of consumers ranked banking services as non-optimal or not satisfactory at all.
- 57% of consumers find it difficult or non-optimal to compare the prices for banking services.
- 15% of consumers switch bank accounts.



## Complaint question - EU27 per market

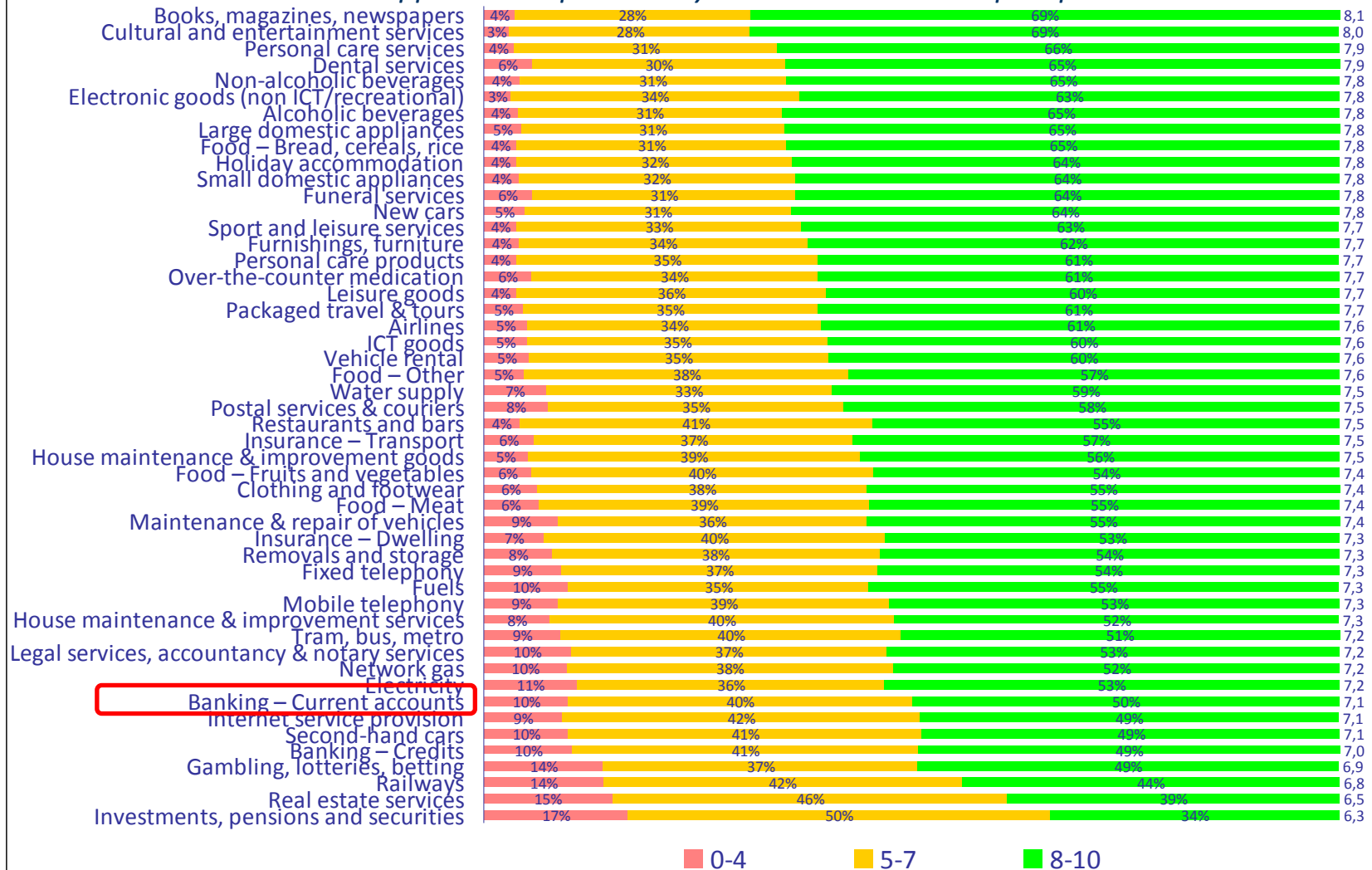
*Have you complained about this problem?*





### Overall satisfaction question - EU27 per market

On a scale from 0 to 10, to what extent did the products/services on offer from different suppliers live up to what you wanted within the past period?





## A more transparent SEPA

- Consumers should not pay all the costs.
- Consumers acceptance of additional fees, if the services provided give them an effective added value.
- The incentives used to favour a specific payment tool need to be appropriate for all stakeholders.