

Payments Innovation Forum Member Survey 2025

Key Findings





Foreword

At the Payments Innovation Forum, our members are at the heart of everything we do. Understanding your needs, priorities, and challenges is essential in shaping the resources, insights, and support we provide. That's why we conduct an annual member survey - to hear directly from you about what matters most.

This report presents the top line results from the survey, covering critical areas such as challenges organisations face, thematic priorities, and the industry insights you find most valuable. We also explored which PIF resources you are aware of and have used, as well as your preferred communication channels, ensuring that we engage with you in the most effective way possible.

Your feedback is invaluable in helping us refine our priorities for the year ahead and strengthen our role as a trusted resource for our community.

Thank you for your engagement and ongoing support.



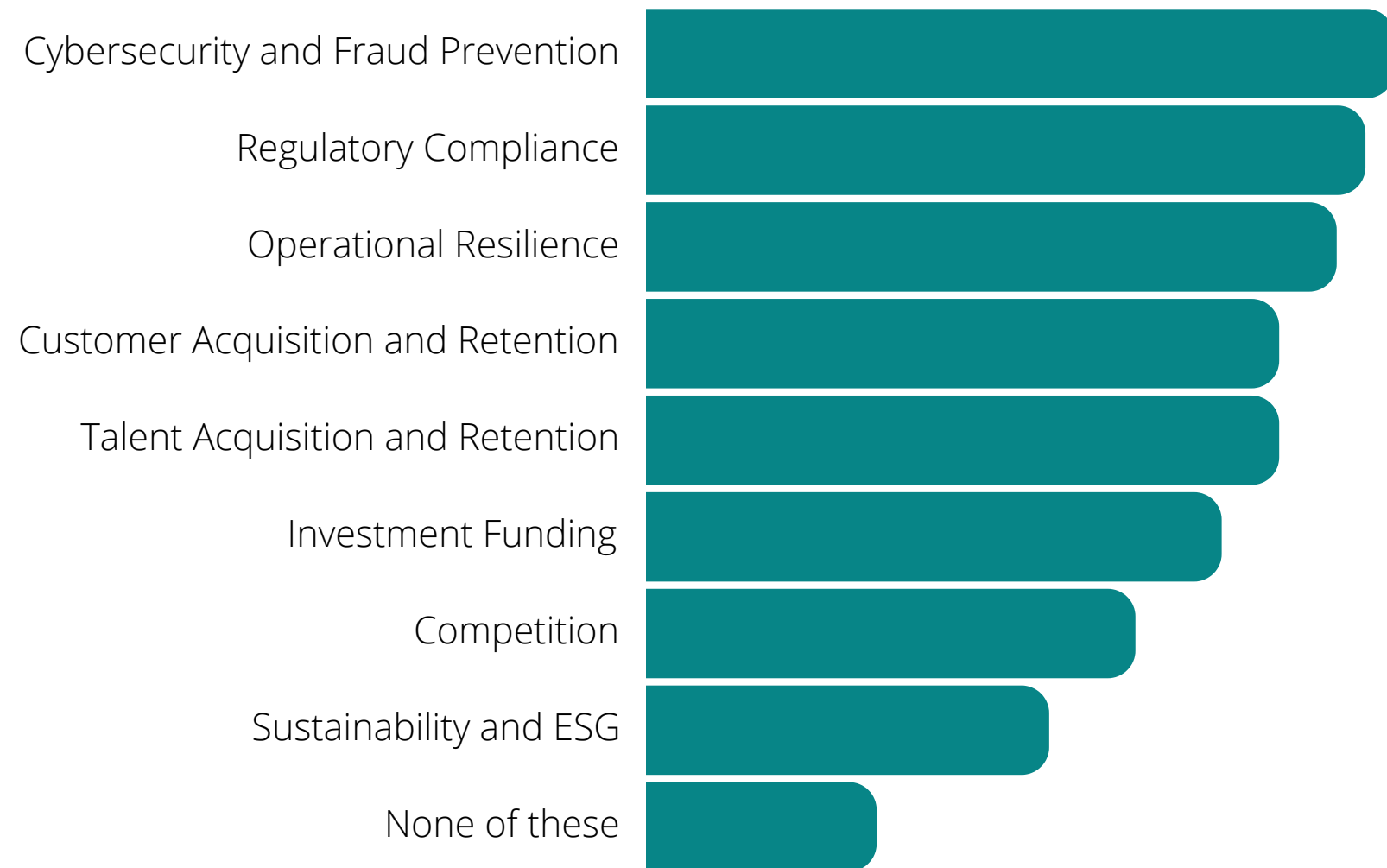
The survey Questions:

- Please rank the challenges your organisation faces today, from most to least critical
- Are there any other challenges that you believe are critical, but were not listed above?
- Thematic Priorities: Which of the following topics are important to you?
- Are there any other topics you would like PIF to focus on this year, but were not listed above?
- Which of the following PIF member resources would you find most valuable this year? (please select all that apply)
- What types of industry insights or reports would be most valuable to you and your business?
Please select your top three:
- Are there any other industry insights or reports you would find valuable, but were not listed above?
- Which of the following PIF member services and benefits are you aware of or have you used?
- What are your preferred channels for communication and engagement with PIF? (1 = Most Preferred, 5 = Least Preferred)

The information provided in the top line survey results is based on anonymous feedback from PIF member organisations in February 2025.



Top Line Survey Results:



What are the challenges your organisation faces today, from most to least critical?

Understanding the challenges our members face is crucial for providing relevant support and resources. Our survey results show that **Cybersecurity** and **Fraud Prevention**, along with **Regulatory Compliance**, are the most pressing concerns for our members today. These issues highlight the growing need for robust security measures and the ability to adapt to regulatory changes,

In contrast, **Competition** and **Sustainability and ESG** ranked as lower priorities, suggesting that while important, they are not as immediate or critical as other challenges.

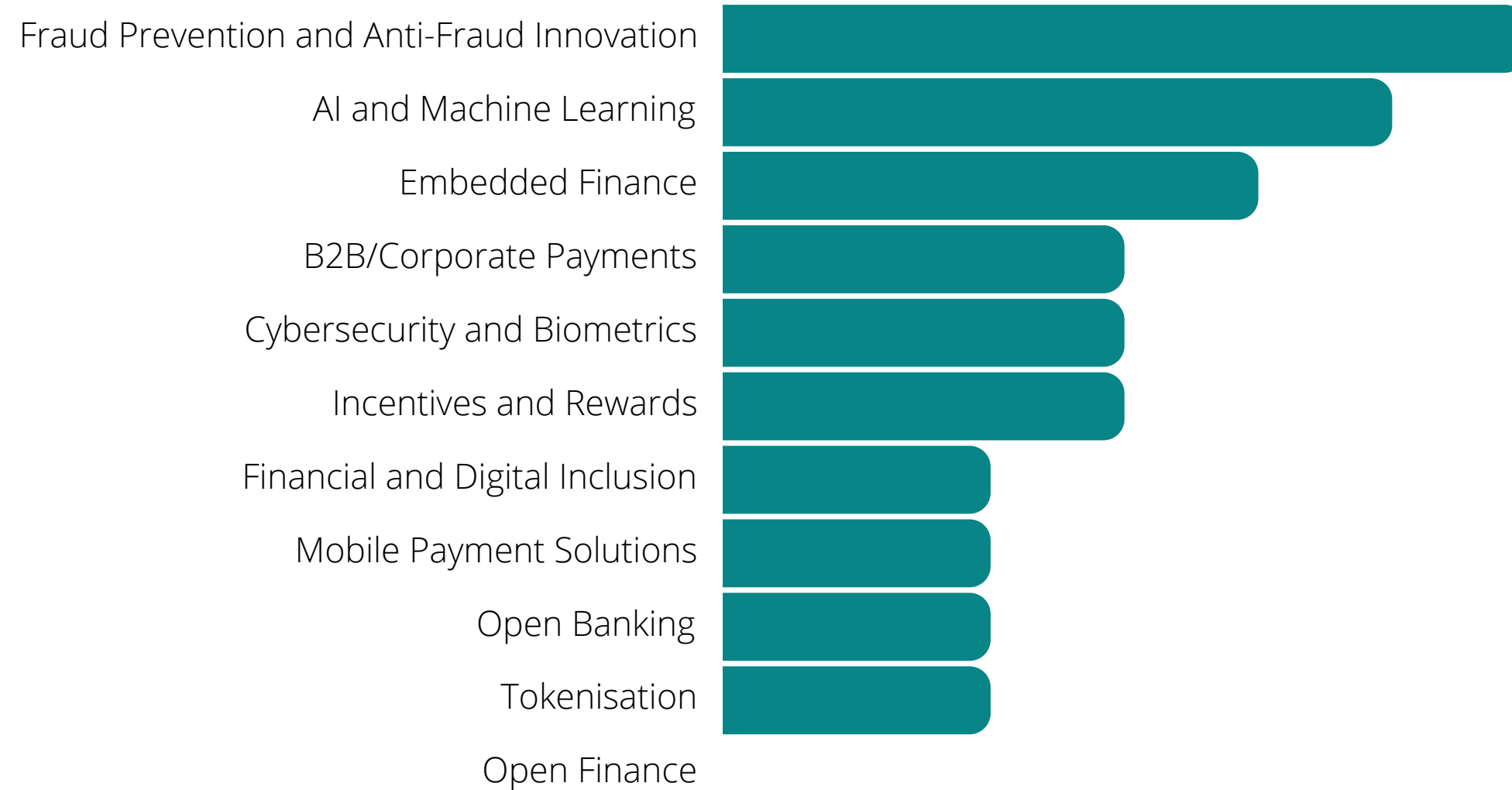
Navigating the impact of shifting government priorities

Our survey results highlight that many members are grappling with the challenges of shifting government priorities and growing regulatory expectations in an already highly regulated market. The insights reinforce the need for proactive engagement with regulators, advocacy for balanced policy, and providing members with resources to navigate the complexities.

To support members effectively, we must maintain our strong engagement with the FCA and HM Treasury and take full advantage of all opportunities for stakeholder engagement. This will ensure that members' interests and concerns are heard at every stage of legislative change impacting payments and e-money firms.



Top Line Survey Results:



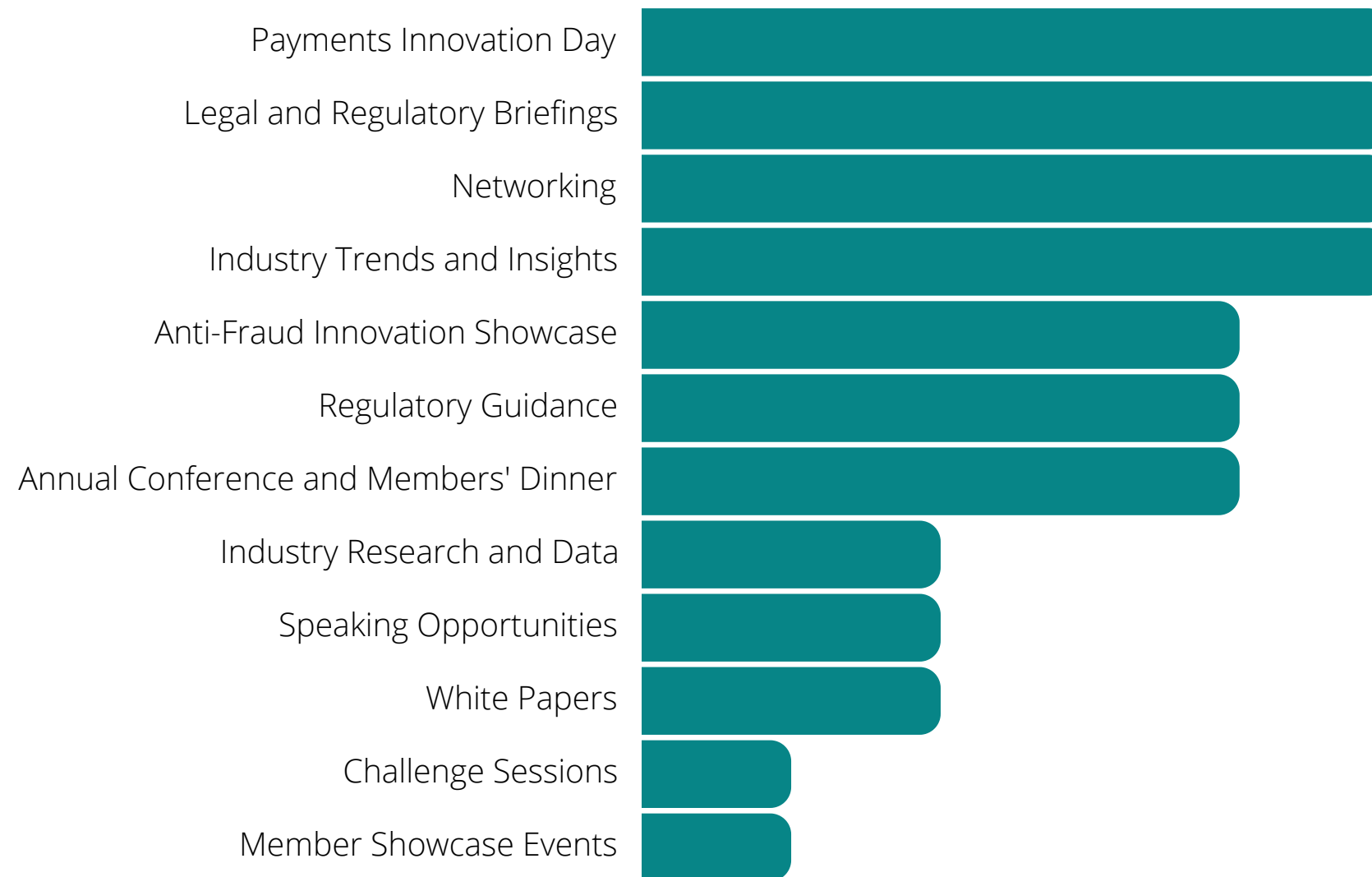
Thematic Priorities: Which topics are important to you?

Identifying key thematic priorities allows us to focus on the areas that matter most to our members. Our survey results indicate that **Fraud Prevention and Anti-Fraud Innovation** are the highest priorities, highlighting growing concerns around security and financial crime.

On the other hand, **Open Finance** ranked the lowest, suggesting that it is not currently top of mind for PIF members.



Top Line Survey Results:



Which PIF Member resources would you find most valuable this year?

Knowing which resources provide the most value allows us to better support our members' needs. Our survey results highlight that PIF's flagship event, **The Payments Innovation Day**, along with **Legal and Regulatory Briefings**, **Networking** and **Industry Trend and Insights** are of the most interest, reflecting a strong demand for expert knowledge and connections.

Meanwhile, **Challenge Sessions** and **Member Showcase Events** ranked lowest, indicating that we need to do more to raise awareness of these key benefits for members.



Top Line Survey Results:



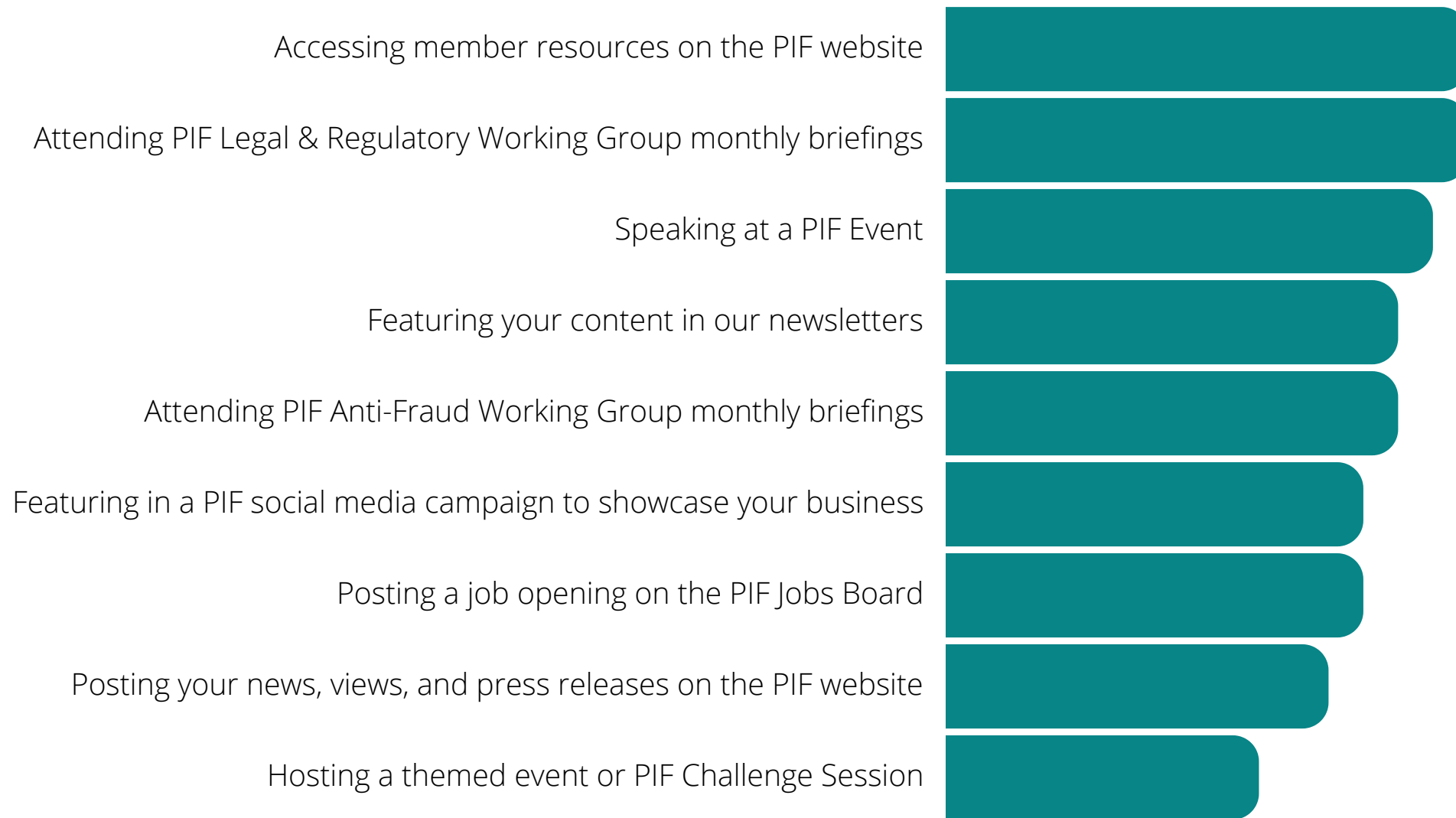
What types of industry insights or reports would be most valuable to you and your business?

Identifying the most valuable industry insights ensure we provide relevant and impactful resources for our members. Our survey shows that **Anti-Fraud Innovation** is the top priority, highlighting the need for cutting-edge solutions to combat fraud and financial crime.

In contrast, **Go-to-Market Strategies and Execution** ranked the lowest, suggesting that while business growth remains important, the immediate focus is on security and financial crime prevention.



Top Line Survey Results:



Which PIF member services and benefits are you aware of or have you used?

Knowing which member services are most recognised and used helps us assess engagement and improve awareness. Our survey shows that **Accessing Member Resources on the PIF website** and **Attending PIF Legal & Regulatory Working Group monthly briefings** are the most utilised benefits. Meanwhile, **Hosting a themed event** or **PIF Challenge Session** ranked the lowest.

Since we offer many valuable benefits as part of the membership, these results highlight the need to increase awareness of them and encourage their use.



Top Line Survey Results:



What are your preferred channels for communication and engagement with PIF?

Determining how our members prefer to receive PIF updates and information helps us communicate more effectively. Our survey results show that **Email** is the most preferred channel, highlighting its importance for updates and engagement.

On the other hand, **Social Media** ranked the lowest, indicating it is less effective for reaching our members. These insights ensure we focus on the most impactful communication methods, allowing us to share relevant updates, resources, and opportunities in the way that best suits our members' preferences.

Key Takeaways

The results of our annual member survey have provided us with invaluable insights into the needs and preferences of our members, allowing us to fine-tune our offerings and better serve your needs.

The most pressing challenges that organisations face are **Cybersecurity and Fraud Prevention, Regulatory Compliance** and **Operational Resilience**, with these areas taking priority over **Sustainability and ESG**.

Members also highlighted a preference for the **Payments Innovation Day** and **Legal & Regulatory Briefings**, while **Themed Events** and **PIF Challenge sessions** saw lower engagement, suggesting that we need to grow awareness of these key member benefits.

These insights will shape the resources and support we provide over the coming year and ensure we prioritise what matters most to our members. We'll focus on enhancing our members' most preferred member services, improving engagement with lesser-utilised offerings and tailoring our communication to meet your preferences. Keep an eye out for upcoming plans, as we continue to refine our approach to better serve your needs in the year ahead.



Acknowledgements:

The results of this survey are based on anonymous feedback from PIF member organisations in February 2025. Member feedback is crucial in helping us understand the priorities, challenges and preferences of our community. We appreciate the time members have taken to share constructive responses and are committed to using this feedback to strengthen our support and deliver meaningful resources throughout the year ahead.

www.paymentsinnovationforum.org

