

# The State of Digital Accessibility in Financial Services

2024-2025 fact sheet

With more people than ever turning to digital platforms to manage their finances, banks and other financial institutions must meet growing consumer demand for accessible online and in-app experiences. Prioritizing digital accessibility ensures all customers can navigate those experiences—and amid the continued high velocity of Americans with Disabilities Act (ADA) lawsuits, and new regulations like the European Accessibility Act (EAA), accessibility is key to mitigating compliance risks.

So, how are organizations in the financial services industry currently approaching digital accessibility? How do these efforts impact broader business goals? And how does your program compare? To find out, we surveyed financial services professionals from enterprise organizations across North America and Europe for our [Sixth Annual State of Digital Accessibility Report](#).

This fact sheet highlights key insights from our research.

## Compliance is the primary driver of digital accessibility in financial services.

### #1 motivator

Legal compliance is the number one reason financial services professionals say they started addressing digital accessibility—and the main reason they continue.

### #1 priority

Professionals rank “ensuring compliance with accessibility laws” as the top priority for their accessibility programs.

Financial services organizations' focus on compliance aligns with the active legal landscape.

**59%**

of financial services professionals say their organization has been involved in legal action related to digital accessibility in the past 12 months.

**45%**

believe they're at risk of legal action in the next 12 months.

But

**93%**

say committing to digital accessibility helped reduce legal risk.

## Accessible experiences boost business.

More than a compliance requirement, digital accessibility is a boon to financial institutions' business.

**94%**

of financial services professionals say digital accessibility is a competitive advantage.

**93%**

say it improves customer satisfaction.

**92%**

say it improves customer retention.

**87%**

say it improves revenue.

# Lack of knowledge, difficulty with portfolio management, and time constraints limit programs' success.

Despite compliance pressure and clear business benefits, teams report challenges that stall progress.

## Top digital accessibility challenges in financial services



Lack of technical knowledge



Difficulty managing accessibility across multiple digital experiences



Insufficient time to address accessibility issues

The fact that "lack of technical knowledge" is the most common challenge reported by financial services professionals may be attributable to limited access to effective training: just **44%** of professionals in the industry say their organization offers "highly effective" accessibility training.

# To fuel accessibility success, financial institutions seek automated solutions, third-party expertise, and a platform.

Professionals' wish lists for new tools and services align with the challenges they're facing.

## Top new or additional tools and services desired by finance professionals

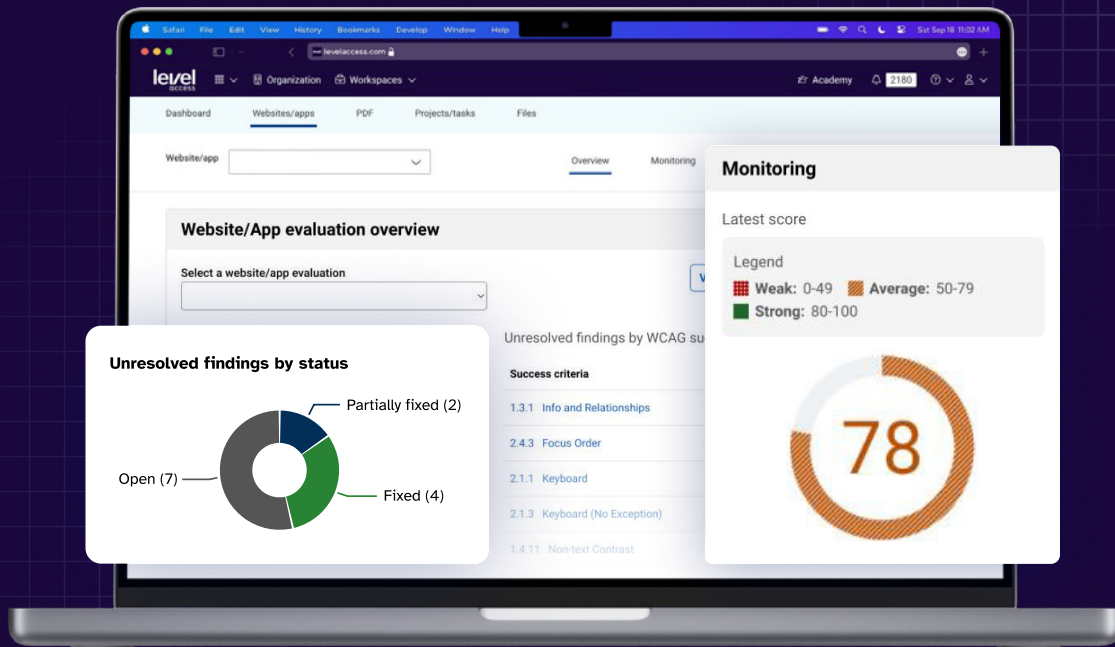
Automated remediation technology

Accessibility consulting services

Digital accessibility software / platform

Automated remediation technology (technology that automatically finds common accessibility barriers and addresses them for users) can improve the efficiency of remediation by freeing up development time, allowing teams to focus on more complex issues.

Meanwhile, third-party consulting services can help address internal knowledge gaps with role-specific training and support. And an accessibility platform, providing a complete overview of the status of accessibility on every digital experience, is critical to managing a large portfolio of digital assets.



## Deliver inclusive, compliant customer experiences with Level Access.



Digital accessibility is a growing priority in the financial services industry: A notable **63%** of financial services professionals say their organization plans to maintain or increase its accessibility budget in the next 12 months. If improving accessibility is a goal for your organization, support from a trusted partner is key.

With over 25 years at the forefront of digital accessibility innovation, Level Access empowers financial institutions of all sizes to satisfy compliance obligations and meet every customer's needs. Our integrated solution combines a unified platform, advanced automated technology, role-specific tools, and practical training with the market's deepest bench of accessibility expertise, fueling sustainable progress.

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