

RESEARCH SERVICES

Retention and cross-sell are the most efficient and cost effective means to increase profitability. With each custom research study, Bancography delivers statistically significant data and industry benchmarks to help the institution understand its customers.

THE ART OF POSITIONING

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BRANCH PRODUCT RESEARCH BRAND

For more information on research services contact Bancography at (205) 251-6227 or research@bancography.com.

Market / Image Awareness

When developing a market strategy, an institution must be knowledgeable and comfortable with its customers' financial behavior and the competitive landscape. Management must understand the strengths, weaknesses, opportunities and threats of the institution's primary competitors and the institution itself. Information from the Market Awareness Study will serve as the foundation for expansion or acquisition plans, advertising campaigns, measuring brand awareness, building market share and optimizing the product and service mix. The results from this type of comprehensive study are relevant for up to two years, depending on the change in the market's economic and competitive composition.

Onboarding

For a financial institution, the process for building loyal, profitable client relationships begins with the onboarding or new account opening process. If clients are dissatisfied with the institution during the onboarding phase, they are more likely to leave that institution. The onboarding process sets the tone for the future client experience, whether it will yield loyal, profitable clients or dissatisfied clients who move their accounts elsewhere. Bancography measures several factors that will allow the institution to audit its onboarding process and suggests areas for improvement.

Attrition

Institutions must understand their own reasons for attrition and their impact on future business. All institutions should identify what factors fuel their own specific attrition and then concentrate on mitigating those catalysts. Most closures are not the result of egregious errors by the institution. But if the client perceives it as such, then the fault still lies with the institution. Bancography identifies the causes of attrition, provides industry attrition benchmarks and recommends ways the institution can increase its retention rate.

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BANCOGRAPHY

Bancography provides consulting services, software tools and marketing research to financial institutions to support their branch, product and brand positioning strategies. In support of our clients' current operations, Bancography performs primary marketing research to measure market and brand awareness, onboarding, customer satisfaction and attrition factors.

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Customer Service, Satisfaction and Loyalty

Poor service quality is one of the most influential factors fueling retail and business attrition. Further, customers who close accounts due to inadequate service quality are extremely unlikely to ever consider using the institution again. Management must be aware of the customers' perception of the brand, the service quality delivered from the branch, the experience and resolution of problems, and most importantly, the likelihood of customers to continue to use and recommend the institution. For the above, Bancography provides strategic recommendations supported by statistically valid data and industry benchmarks. The institution may also use the results from this tracking study for incentives at the branch and senior management levels.

Brand Evaluator

An institution may gain insight into its current brand positioning with the Brand Evaluator, a quantitative research program that gauges the institution's brand strength and penetration in a market. The Brand Evaluator measures top-of-mind awareness, market share, competitive differentiation, loyalty, considered set, brand positioning and brand identity. Findings from the Brand Evaluator allow the institution to evaluate its marketing efforts, monitor consumer behavior and assess the effectiveness of its brand positioning.

Internal Service Quality

Every department's responsibilities ultimately support the front line, thus the customer. Unfortunately, many departmental employees are so far removed that they don't appreciate their contribution to the customer experience. Regular internal service quality surveys help corporate staff recognize issues that thwart excellent customer service. As a result, management can coach interdepartmental employees on how to improve their performance, ultimately building brand ownership for the employee and establishing a consistent experience for the customer. Improving internal service quality will increase employee retention and customer satisfaction.