

# SMALL BUSINESS BANKING RESEARCH SERVICES

Track the latest digital advances in banking and credit cards



## How can you empower business owners to proactively manage company bank accounts and employee cards? We can show you.

From cash management resources to merchant capabilities, we'll show you how to cater to the needs of small business owners from traditional and fintech business banking platforms.



### MONITOR RESEARCH

Obtain a unique view of the competitive landscape with our survey-backed qualitative research focusing on the full prospect and business owner digital experiences at leading bank and card firms.



### CONSULTING SERVICES

Use our customized benchmarking, qualitative research, emerging trend analysis and customer segmentation studies to perfect your user experiences and product positioning.

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### UX RESEARCH

Identify customer needs and pain points to steer design and development toward user-centered goals. Our expert reviews, personas, surveys and usability testing can help you establish distinct advantages.

CONTACT US TODAY TO BOOK A FREE CONSULTATION TO DISCOVER HOW SMALL BUSINESS BANKING RESEARCH CAN HELP YOU GAIN AN EDGE.



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