

# CREDIT CARD RESEARCH SERVICES

We give you an edge on the competition by tracking over 160 cards from 11 of the nation's top issuers



**As payment methods and card management features rapidly evolve, how do you create a lasting impression? We can show you.**

From benefits and rewards tracking to financial wellness initiatives, we'll show you the differentiators to achieve higher user engagement with in-depth analysis of best practices from leading innovators.



## MONITOR RESEARCH

Obtain a unique view of the competitive landscape with our survey-backed qualitative research focusing on the full prospect and client experiences including digital capabilities, tools and marketing initiatives.



## EXPERIENCE BENCHMARKS

Learn how your digital properties stack up against your key competitors'. Customized, in-depth benchmarking analysis will uncover vital improvement opportunities and strategic recommendations.

## CREDIT CARD RESEARCH SERVICES



## CONSULTING SERVICES

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



## 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 CREDIT CARD RESEARCH SERVICES CAN HELP YOU GAIN AN EDGE.

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