

# HOME & AUTO LOAN RESEARCH SERVICES

Get an advantage in a rapidly evolving digital landscape



**As digital origination and direct-to-consumer options increase, how can you differentiate your loan products? We can show you.**

From loan origination to customer messaging and cross-selling, our best-practice analysis and tracking services will help you create a best-in-class digital loan experience.



## 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.

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## 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.



BOOK A FREE CONSULTATION TO DISCOVER HOW OUR RESEARCH CAN HELP YOU GAIN A COMPETITIVE EDGE.

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