

# PERSONAL BANKING RESEARCH SERVICES

Get the edge in a crowded competitive landscape



## How can you pinpoint the digital capabilities to instill client loyalty amidst a glut of nontraditional options? We can show you.

Reinvent your user experience with an ongoing, comprehensive best-practice analysis of the latest bank industry advances as well as innovations from startups, fintech and neo-banks.



### 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.

## PERSONAL BANKING 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.



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

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