



Financial Research & Insights

Keep Your Finger on the Pulse of Account Holder Needs

Deliver on the promise of world-class financial service. Find out how with research programs built for financial institutions.

For financial institutions to be successful, it is essential for banks and credit unions to incorporate evaluation and data analysis strategies to help provide financial experts with valuable and meaningful information at various touchpoints within the account holder journey.

Research & Insights from Scantron Survey Services helps financial institutions uncover and take action on valuable insights from survey research that can drive bottom line results by better understanding the key drivers of the customer experience.

Account holder satisfaction leads to account holder loyalty, and ultimately the type of brand advocacy that not only reflects your ability to retain consumers, but also supports your ability to acquire new ones.

Research & Insights have more than 40 years of experience working with financial institutions using critical data to make informed business decisions and improve organizational performance.

Surveys can be distributed through a variety of channels, including phone, direct mail, focus groups,

IVR and web allowing each research project to be tailored for the desired audience.

Research & Insights understands the level of importance our clients put on the privacy of their survey participants and the security of their data. Our quality, service and security standards are best-in-class, so you'll never have to worry about the integrity of your data.

Financial Institution Research & Insights: Specialized surveys for every need

- Account Holder Loyalty
- 360° Leadership Feedback
- Compliance-Related Data Collection
- Market Research
- Customer Experience
- Customer Attrition
- Focus Groups
- Product Research
- Growth Opportunities
- Employee Engagement

Ignoring the account holder experience for financial institutions is like not saving for the future. Minimize the risk with Research & Insights.



**CAPTURE INSIGHTS TO
INFORM DECISIONS TODAY!**

For a free consultation to meet your research goals, call **800.722.6876** or visit us at **www.scantron.com** to learn more.

About Us

Scantron® Survey Services provides solutions to help you collect data you can use. We deliver the quality you expect from decades of experience. Whatever your survey or research needs, Scantron can meet you where you are and help you get to where you want to be.