



Case study

Retail banking

Issue:

We were commissioned by an international investment company to undertake research in five Europe, Africa & Middle Eastan markets assessing:

- The emotional and rational decision-making process
- How the market is defined and perceived by personal customers and how key players are differentiated
- The future brand essence of our client
- How our client could build on their current position and gain greater penetration in the Europe, Africa & Middle Eastan market

Action:

An integrated qualitative approach was adopted, canvassing the views of both investors and financial advisors.

Ten interactive and open workshop sessions with current and potential customers were designed to address:

- Individual characteristic traits and the overall market dynamics
- How passivity can be turned into activity
- What the core investor needs were for each market and each product
- Awareness of brands and what they stand for
- How to match investor needs to desired values

Sixteen advisor depth interviews identified:

- How they communicate the benefits of specific products and brands to customers
- Where they feel the market is changing
- The values they consider important and where improvements need to be made to our client's brand to generate 'noise' in the market
- The research enabled our client to develop a strategy that conveys their offering of customer empowerment, business knowledge, flexibility, trust and information capabilities in exactly the right proportions.