

DEEP DIVE CROSS SELLING BANKING PRODUCTS AND SERVICES

Study Overview

Understanding your customers or members is critical to success. Let them tell you what products and services they need and want and will sign up for. Target your approach to customer or member profiles for specific products and services. Here's the outline.

Key Findings and Foresight Insights

Banking Relationships

- ✓ The demographics of the market
- ✓ What products/services are currently purchased
 - ✓ By household age
 - ✓ By household income

Targeting the Cross Selling :Hot Spots"

- ✓ Demographics by products and services
- ✓ Life stage changes products and services "hot spots"

The Role of Customer Satisfaction

- ✓ Satisfaction with financial institution impacts cross selling
- ✓ **Marketing Message that Resonate**
- ✓ Message by product/services

Communicating with Customers/Members

- ✓ Demographics,- media, personal interaction, digital
- ✓ Product/services – media, personal interaction, digital

Source Data

- 10,770 bank customers and credit union members
- Sampled – September 2019 – March 2020
- Weighted by U. S Census population and demographics in 44 U. S. markets



Subscription:	
Core National Report	\$3,500

Report Availability: April, 2021

For more information or to subscribe:
Steve Bruyn, Foresight Research
P: 248-608-1870 X12 steve@foresightresearch.com

The markets available for the key findings in your market

MARKETS		
Orange County, CA	Houston	Portland, OR
Atlanta	Indianapolis	Raleigh - Durham
Baltimore	Jacksonville	Rochester, NY
Boston	Kansas City	Sacramento
Buffalo	Las Vegas	Salt Lake City
Charlotte	Los Angeles	San Antonio
Chicago	Louisville	San Diego
Cincinnati	Miami	San Francisco
Cleveland	Oklahoma City	San Jose
Dallas Fort Worth	Milwaukee	Seattle
Grand Rapids	Minneapolis	St. Louis
Greenville	Nashville	Tampa
Hampton Roads	Philadelphia	Washington, D. C.
Harrisburg	Phoenix	
Hartford	Pittsburgh	