



*Well-informed Decisions*

# Foresight Research

Banking and Credit  
Union Research 2021

## Deep Dive Analytical Reports



## Local and State Market Focus Reports

## Presentation of Findings to your Team



More Well-informed Decisions

Deep Dive Analytical Reports to understand detailed customer and member expectations, satisfaction, unmet needs and loyalty/defection

Market focus reports to bring that understanding to your local market with Major Metro or State Focus Reports to map the financial institution footprint

## Articles and White Papers

# Deep Dive Analytical Reports©

---

Foresight's *Deep Dive Analytical Reports* arms you with the detailed consumer insights you need to support your bank or credit union's marketing, product and service strategies. These reports are produced from large samples allowing a deep dive into the topical area of interest. Generally, they will support customer/member acquisition, improving customer/member satisfaction and expectations that drive innovation and achieving competitive advantage

## Attracting New Business s to Your Bank or Credit Union

- ✓ Banking Relationships (Products and Services)
- ✓ Personal Banking V. Digital Banking
- ✓ Switching Financial Institutions
- ✓ Effective Marketing Content and Media

## The Excellent Banking Experience Means Business

- ✓ Banking Relationships
- ✓ Banking Access Primary Bank or Credit Union
- ✓ Expectations and Satisfaction
- ✓ Improving Overall Satisfaction
- ✓ Improving Satisfaction...The Payoff

## How COVID-19 Changed the Banking Market

- ✓ Banking Relationships
- ✓ Expectations and Satisfaction During the Pandemic
- ✓ COVID-19 Switching Banks and Credit Unions

## Cross Selling Banking Products and Services

- ✓ Banking Relationships
- ✓ Targeting Cross Selling "Hot Spots"
- ✓ The Role of Customer Satisfaction and Longevity
- ✓ Marketing Messages that Resonate
- ✓ Communicating with Customers/ Members

## Fintech – Online Banking Only

- ✓ Profiles of users of Fintech vs. Banks and Credit Unions
- ✓ Expectation and Satisfaction Comparisons
- ✓ Fintech Strengths and Weaknesses

# Local/State Market Focus Reports ©

---

Foresight's Local and State Market Focus Reports *arms* you with the local market facts on a variety of subjects. These reports are produced from local samples of banking consumers (major metro areas or individual states) and are intended to improve marketing, product and service strategies through understanding of the local markets. Samples vary from about 200 for local metro markets to typical state samples of 400- 600 banking consumers.

## Attracting New Business to Your Bank or Credit Union

- ✓ Banking Relationships and Products Purchased
- ✓ Personal Banking V. Digital Banking
- ✓ Switching Financial Institutions
- ✓ Effective Marketing Content and Media

## The Excellent Banking Experience

- ✓ Banking Relationships and Products Purchased
- ✓ Banking Access Primary Bank or Credit Union
- ✓ Expectations and Satisfaction
- ✓ Likelihood of switching bank or credit union

## Peer to Peer Mobile Payment Apps

- ✓ Frequent Use of Branch vs. Digital Banking
- ✓ Peer to Peer Mobile Payment Apps
- ✓ Intended Switching New Primary Financial Institution

## Digital vs/. Branch Banking

- ✓ Frequent Use of Branch vs. Digital Banking
- ✓ Expectations and Satisfaction Branch vs. Digital
- ✓ Closing Branches- Implications

## Consumer Resistance to AI

- ✓ Communications - Personal, Text, AI Compared
- ✓ Customer Profiles and Comfort Levels with AI
- ✓ Stepping -Stones to Introducing AI

## Fintech – Online Banking Only

- ✓ Profiles of users of Fintech vs. Banks and Credit Unions
- ✓ Expectation and Satisfaction Comparisons
- ✓ Fintech Strengths and Weaknesses

Each year Foresight Research Interviews thousands of bank customers and credit union members

# Market Focus Reports – Southeast Region

## Individual Local

Atlanta – Birmingham Alabama – Charlotte –  
Ft. Lauderdale – Greenville South Carolina –  
Jacksonville – Louisville – Miami – Raleigh /  
Durham – Orlando – Tampa

## State Markets

Georgia – Florida - Alabama – North Carolina

## Content Overview

Market Focus Reports are generated from 200+ interviews in each market.

All respondents are over 18 and decision makers for the family banking decisions. Of course, information varies by report topic, but typical information includes demographics, products and services primary financial institution, expectations, satisfaction, branch / digital, loyalty / switching, marketing content and media preferences.

## Subscription:

Local Market Focus Report	\$2,500
State Market Focus Report	\$2,500



## For more information or to subscribe:

Steve Bruyn – Foresight Research  
P: (248) 608-1870 x12  
E: [Steve@foresightresearch.com](mailto:Steve@foresightresearch.com)  
W: [www.foresightresearch.com](http://www.foresightresearch.com)

Each year Foresight Research Interviews thousands of bank customers and credit union members

# Market Focus Reports – Midwest Region

## Local Markets

Chicago – Cleveland – Cincinnati –  
Detroit – Indianapolis – Kansas City –  
Milwaukee – Minneapolis / St. Paul -  
St. Louis

## State Markets

Missouri – Illinois – Michigan - Ohio

## Content Overview

Market Focus Reports are generated from 200+ interviews in each market.

All respondents are over 18 and decision makers for the family banking decisions. Of course, information varies by report topic, but typical information includes demographics, products and services primary financial institution, expectations, satisfaction, branch / digital, loyalty / switching, marketing content and media preferences. Special topics related to COVID compares pre/post pandemic – what changed in your market.

## Subscriptions

Local Market Focus Report \$2,500

State Market Focus Report \$2,500



## For more information or to subscribe:

Steve Bruyn – Foresight Research

P: (248) 608-1870 x12

E: [Steve@foresightresearch.com](mailto:Steve@foresightresearch.com)

W: [www.foresightresearch.com](http://www.foresightresearch.com)

# How can we help you?



*More Well-informed Decisions*

# Foresight Research

## Offices:

455 South Livernois, C-14  
Rochester, Michigan USA 48307  
248-608-1870

## Web:

[www.foresightresearch.com](http://www.foresightresearch.com)

## Contacts:

Steve Bruyn, CEO  
[steve@foresightresearch.com](mailto:steve@foresightresearch.com)  
Mobile: 248-245-3421

Bob Longstreth, Vice President  
[blongstreth@foresighresearch.com](mailto:blongstreth@foresighresearch.com)  
Mobile: 248-425-7920

