



*Well-informed Decisions*

# Foresight Research

Banking and Credit  
Union Research

# We Grew Up in the Car Business – And Some Shameless Name Dropping





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*And Now we are Bringing Our Experience and  
Data Bases to Banks and Credit Unions*



## Individual Banking Reporting



## Market Focus Reports

## Regional Focus Reports



## Articles and White Papers

Regional Focus Reports include detailed findings on topics such as: customer/ member expectations, satisfaction, unmet needs and switching primary financial institution behavior, etc. Comparisons are made between your local market and regional benchmarks. You select from a wide variety of topics

Market focus t Reports include summary findings from your local market. You select from a wide variety of topics.

Custom reports measure your financial institution's unique needs.



More Well-informed Decisions

# Examples of Regional Focus Reports ©

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Foresight's reports arm you with the consumer insights you need to support your bank or credit union's marketing strategy. 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. Some examples are shown- for more topics contact us.

## 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 with Payoffs

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

## COVID-19 Changes 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 by Consumer Age Cohorts
- ✓ The Role of Customer Satisfaction and Longevity
- ✓ Marketing Messages that Resonate
- ✓ Communicating with Customers/ Members



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

## Market and Regional Focus Reports – Midwest Region

### Selections of Market and Regional Focus Reports

- ✓ Attracting New Business
- ✓ Targeting Cross Selling
- ✓ Closing Branches – Opportunity
- ✓ Customer Experience with Payoffs
- ✓ Branch / Online / Mobile Banking
- ✓ Desired Product Features: CDs, checking, auto loans, savings, credit cards , mortgages, HELOC
- ✓ Person to Person Payment Apps
- ✓ Customer Adoption of AI and Chatbots
- ✓ Creating Value in the Banking Relationship
- ✓ Creating Trust in Primary Bank/Credit Union
- ✓ Creating a Good Reputation
- ✓ Improving Fee Acceptance while Preserving Fees

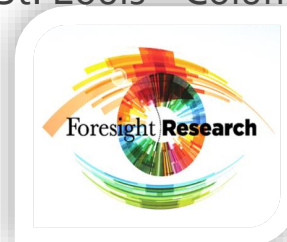
### Content Overview

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

Regional Focus reports include **expanded local market data and the regional benchmarks** – usually 2000+ respondent surveys. 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.

**Measured Markets:** Chicago – Cleveland – Cincinnati – Detroit – Grand Rapids - Indianapolis – Kansas City, Milwaukee – Minneapolis / St. Paul - St. Louis – Columbus-Pittsburgh

Market Focus Reports	\$3,500
Regional Focus Reports	\$7,500
Custom Market Research	Proposal



**For more information or to subscribe:**

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

## Market and Regional Focus Reports – Southeast Region

### Selections of Market and Regional Focus Reports

- ✓ Attracting New Business
- ✓ Targeting Cross Selling
- ✓ Closing Branches –Opportunity
- ✓ Customer Experience with Payoffs
- ✓ Desired Product Features: CDs, checking, auto loans, savings, credit cards , mortgages, HELOC
- ✓ Branch / Online / Mobile Banking
- ✓ Person to Person Payment Apps
- ✓ Customer Adoption of AI and Chatbots
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**Measured Markets:** Atlanta – Birmingham Alabama – Charlotte – Ft. Lauderdale – Greenville – Charleston, South Carolina-Jacksonville – Louisville – Miami – Raleigh / Durham – Orlando – Tampa

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## Automotive Sector

The definitive expert in auto show and experiential marketing insights for over 20 years

An industry trusted source for reliable - and defensible - independent, third-party metrics for OEMs, agencies, event producers and other stakeholders

## Banking /Credit Union Sector

The only source of syndicated banking and credit union research offering deep dive analytics, competitive norms and benchmarking capabilities and affordable pricing.

Expert advice and consulting, and a full stable of research capability when syndicated research just won't fill the bill

# Creds

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# How can we help you?



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# Foresight Research

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