

## Keep Your Finger on the Pulse of Account Holder Needs

### 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 Harland Clarke Digital 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, 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.



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

#### Financial Research & Insights: Specialized surveys for every need

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

*Interested in learning more? Contact Harland Clarke Digital today!*

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