

# iReach Market Research in Financial Services

iReach experience and expertise in the Financial Services Sector



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

# iReach Industry Expertise - Financial Services Sector

**iReach has built up significant experience and expertise in the Finance sector having completed a wide range of successful market research projects for clients in Ireland and the UK. Projects have ranged from Multichannel Banking, Lending, Online/Phone Banking Usability, Wealth Management and Customer Service.**

**iReach is unique in being able to run research projects across both consumer and business segments in parallel.**

**iReach can bring this experience and expertise to your organisation to support Deeper Insights from Better Research to provide significant value to Lenders and other organisations in the Finance Sector. Using the most appropriate research techniques across Qualitative and Quantitative methods, our prescriptive approach ensures we deliver actionable plans and strategies for our clients.**

## **Key Benefits:**

- **LEARN** how to profit from iReach access to Primary and Secondary research on the Financial Services sector in the UK and Ireland.
- **RECEIVE** impartial insights, clear action items from iReach Analysts to enhance business performance.
- **APPRECIATE** the true 360 degree view on research problems that was previously unavailable to you. This view is provided for many business areas including Customer Service, Online and Phone Banking, Wealth Management and Business Banking
- **BENEFIT** from unbiased research, analysis and advice, backed by proprietary market intelligence from iReach experts.

- **ACQUIRE** the knowledge of the local marketplace from iReach on best practices across all Financial Services verticals.
- **MAXIMISE** the value of research from iReach in gaining an insight and understanding of strategic business issues in a cost effect way.

## **Online and Phone Banking Usability:**

**Research Project to measure the effects of a new Customer Service model launched by a leading Irish Retail Bank to test changes to Telephone Banking and Online banking services for existing Account Holders through mixed Usability Labs.**

## **Call Centre Customer Service**

**Mystery Shopping research program to measure Customer Call Centre Agents performance against agreed KPI's as well as industry best in class benchmarking to compare Agents and Team results against Industry Best in Class.**

## **Wealth Management**

**Wealth Management Tracker for UK financial services provider to measure changing investment plans and strategies of high net worth individuals in UK and Ireland including Pension Management, Equities and Property.**

## **Business Banking:**

**Quarterly tracker of SME's in Ireland on attitudes to Commercial banking and insurance services in support of business activities and strategy including economic and market perspectives in Europe and changing global conditions on business banking requirements.**



## Inspiring knowledge

iReach Market Research is the only agency in Ireland to have built our own research panels of 15,000 adults consumers and 5,000 business decision makers in ROI and a further 5,000 adult consumers in NI.

These exclusive iReach panels allow us to maximise value for our clients across all research methods to deliver deeper insights from better research.

 Monthly Omnibus  Online & CATI  Focus Groups & IDIs



For more details:

Please call Ciara Shaffrey on:  
01-400 3600 or email:  
ciara.shaffrey@ireach.ie

iReach Market Research is a full Agency in Ireland covering all methods and techniques.

See more:

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