



## Syndicate Research Proposal

*'Maximising the digital channel, to engage financial services consumers.'*

Prepared by Compass Research Ltd



## Why maximise the digital channel to engage FS consumers... ?

The technologically savvy, social media dominated **millennial generation** are establishing themselves in the world of work, actively managing their finances and turning to their parents for advice! **Generations X and Y** have sceptical "what's in it for me" attitudes.. and **Baby Boomers** are heading for retirement with a sense of cynicism about financial services, which will influence the advice they give their millennial children

It is increasingly necessary for financial institutions to **understand how best to engage with consumers** in an environment where people are encouraged to review their; banks, credit providers & GI and changes in the pension landscape transfers decision-making responsibility to customers, most of whom previously relied on their employers or governments for their financial security after retirement.

Whilst digital activity and marketing has grown exponentially; with App development, mobile enabled websites, native advertising and now ROBO-advice, FS providers are still generally behind other sectors. **Most are still striving to understand how to maximise the digital channel to engage consumers/customers to consciously become aware of their financial needs, empower them to take action and stay engaged with their product and brand.**

Compass Research Ltd. propose to update their highly successful syndicated study '*How to engage consumers with FS providers digitally*', which saw how 'People consume digital communication by: Sitting at a PC or laptop to 'eat', 'Snacking' on information via their mobile/tablet, 'Continually Grazing' via their mobile, making it challenging for messages, especially from Financial Services, to get through, or be absorbed.

We identified the greatest opportunity to engage FS consumers/customers by addressing '*what's in it for me*'.

**Compass's 2016, financially focused UK insight will; drive strategic digital development across your core consumer generations, taking into account the need for digital and financial engagement based on consumer needs. Thus providing actionable insight & solutions to assist syndicate members in how to maximise their digital consumer relationship.**



# The overall objective we're addressing...

## Primary objective:

To identify how financial service providers can use digital mechanisms to engage and motivate consumers & customers to:

- Become consciously aware of their short & longer term financial needs
- Enable decision making
- Maximise & adapt their decisions
- Proactively engage with; decisions they've made / products they've bought / brands they've bought from.

To understand how consumers interaction & engagement with financial services has changed

To understand what will provide true value to create financial consciousness & action

To identify how to build on-going digital engagement

- How this differs:
  - **By device** e.g. for research, information, transactional, evaluation, etc.
  - **By platform** they use e.g. website, App, voice technology, web chats
  - **By core financial product sector** e.g. banking, insurance, savings/investments/pensions, borrowing (loans/credit cards)
- Identifying what consumers truly require to:
  - Enable a personal, holistic financial focus
  - Facilitate action to move forward and motivate & enable action and decision making
- To investigate digital techniques (within an Omni-channel environment) that will maintain engagement holistically with their product/brand portfolio on an ongoing basis



# What digital strategies can assist engagement with consumer needs?...

	Millennials	Generation x / y	Baby Boomers
Short Term Needs e.g.	I don't know what financial aspects I should be considering?	I need to review my financial situation / plans	Will I achieve the retirement I hope for How do I live with decisions made I've made
	How do I manage my finances How do I ensure I have the best financial products for me (from e.g. GI to savings) How do I ensure I get maximum benefit from my financial products and any added value elements		
Medium Term Needs e.g.	I don't believe I can afford to buy my own home / How can I buy my own home	Will my mortgage be paid off / how can I pay my mortgage off sooner I want to move house	How can I maximise the value of my home / ensure my mortgage will be repaid Should I downsize my home
	How can I make the best of my saving for my medium/longer needs How do I support both my children and my parents as they get older		What's the best thing to do with my pension pot /
	How do I make sure that I'm able to continue my life style if something happens to me or someone in my family. How can I best look after my family		
Long(er) Term Needs e.g.	I struggle to see what needs I have in the long term or why I need to do anything about it now	I know I need to think (more) about the retirement I want Are my hopes realistic	Will my pension last & how do live the decisions I've made about my pension
		What else should I be thinking about longer term	What about any care I or my family may need as we get older

Identifying how to engage consumers to be conscious of their holistic financial health & take appropriate action

**Investigating which are the most appropriate:**  
**Devices** e.g. Computer, tablet, mobile phone  
**Communication technologies** e.g. e-mail, website, app, social media etc.  
**Solutions and what they look like** e.g. document wallets, solution based decision trees, ROBO-advice,  
**Brands** that do & could provide these solutions



# How we'll undertake this research...

## Stage 1

### Digital Innovators/experts (New thinking)

3 x depth interviews

To identify:

- Current and future digital mechanisms for engagement
- Stimuli to use within consumer research

Financial and non-financial focus

## Stage 2

### Qualitative insight (Understanding and Ideation)

3 x full day workshops split by:

- Millennials
  - Generation x/y
  - Baby Boomers
- 16 people / workshop (BC1C2)  
Mix of digital profiles & financial confidence

Pre-task

- Questionnaire on current digital behaviours
- Identify life priorities, plans & hurdles

Workshop structure:

- Review & understand current digital activity & engagement
- Focus on range of life priorities / financial needs & products:
  - Hurdles
  - How digital channel can engage & support fulfilment (spontaneously & prompted using creative techniques)

## Stage 3

### Quantitative insight (Fact finding & idea testing/development)

1000 x NAT REP sample aged 23 – 65 / BC1C2

On-line 10 – 15 minute questionnaire

To identify:

- General digital usage (all sectors) & financial services
- What engages digital usage
- Level of financial consciousness
- Appropriate ideas/solutions generated from stage 2.

# Timetable & Fees

## Timetable

Action	Week commencing
Proposal distributed to potential members	W/c 6 <sup>th</sup> June
Syndicate members confirmed *	W/c 24 <sup>th</sup> June
Project commencement	W/c 4 <sup>th</sup> July
Fieldwork <ul style="list-style-type: none"> <li>• Stage 1 – Digital Innovator Depths</li> <li>• Stage 2 – Qualitative Workshops</li> <li>• Stage 3 – Quantitative interviews</li> </ul>	W/c 18 <sup>th</sup> July W/c 8 <sup>th</sup> August W/c 29 <sup>th</sup> September
Individual client presentation	W/c 15 <sup>th</sup> / 26 <sup>th</sup> September

\*Foundation members of the syndicate will benefit from the ability to feed into the quantitative questionnaire, discussion guides, workshops and stimuli used.

## Fees

**Join the syndicate by 24<sup>th</sup> June**

**£12,000 + VAT**

Cost increase to £15,000+VAT for those joining after 6<sup>th</sup> June

Once written confirmation is received the research will commence and at this time each member will be invoiced for 50% of the fees, which is payable within 30 days.

The balance will be invoiced on completion.



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research ltd

# Any Questions?

**Please call Compass Research Limited**

[sue.diamond@compassresearch.co.uk](mailto:sue.diamond@compassresearch.co.uk) , M: 07768 932432, T: 01423 881788

[fran.elliott@compassresearch.co.uk](mailto:fran.elliott@compassresearch.co.uk) , M: 07702 306952, T: 0115 9235865

