

# FINANCIAL SERVICES

**Hansa excels at custom research solutions for business decision makers and consumers in banking, financial services and insurance, with more than two decades of experience providing answers to our clients' most critical questions.**

Using an array of qualitative and quantitative approaches, we help our financial services clients launch new products, validate business initiatives, understand and improve customer relationships, and develop brand strategies.

Hansa has partnered with leading financial services organizations ranging from small regional banks to global financial services institutions, providing methodological expertise and insight into customer needs and concerns. We take the time to understand core problems and find the answers, whether through primary research, analysis of existing data and data mining, or modeling, simulation and forecasting.



## **Recent Hansa research projects in Financial Services include the following:**

- Loyalty research to identify key drivers of deeper consumer relationships for a major retail bank
- Development of a customer experience strategy for a large consumer bank
- Concept testing for a payment services firm
- Brand tracking research for major bank
  - Tests of new concepts for insurance products and services to identify preferred products and optimal messaging
- Consumer reactions to discount schedules for auto and home-owner insurance, identifying discount packages that lead to the highest customer interest

*Hansa provides a full range of qualitative and quantitative research services. Our experienced research and consulting team uses innovative, data-driven methodologies tailored to our clients' research needs.*

*We pride ourselves on our ability to truly understand the voice of the customer and translate that voice into winning strategies for brand development, marketing communications, customer relationship enhancement, and product/service innovation.*