

Survey Services

Preserve Your Brand’s Resonance and Facilitate Growth



Survey Services from Raddon feature performance-correlated measurements that help financial institutions improve the connection that customers, employees and the marketplace experience with their brand. Raddon can help you improve those critical connections and safeguard the performance of your brand.

The effective performance of your brand relies on the consistency of sentiment across three areas including your customers, employees and the market. These areas, or pillars, are the foundational components that reflect your brand’s strength. A breach in any one of these pillars can be detrimental to the foundation and the impression of your brand. Monitoring sentiment across these

three areas helps to ensure that your brand is delivering on its promise and that it symbolizes the image and reflection that you’ve worked so hard to build.

Raddon has found that the highest-performing financial institutions solicit feedback, measure their performance against peer institutions and adjust their offerings to effectively compete and better meet the needs of their customers. Through the continual monitoring and implementation of improvement initiatives based on feedback, we help our clients gain a competitive advantage.

Over 300 financial institutions have used Raddon survey programs to help ensure their brand is relevant within the market, deliver on its promise to customers and motivate employees and leaders to work to the best of their potential.



Consistent Reflection Across Critical Channels Leads to Brand Strength



Raddon has been providing financial institutions with research-based solutions since 1983. Because we work exclusively with financial institutions, we understand the industry and can apply our practical know-how to the unique challenges and opportunities financial institutions face. We combine best practices in research and analysis with consulting and technology solutions to help institutions achieve sustainable growth and improve financial performance.



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Customers

Relationship Survey

A Relationship Survey can help you obtain a deeper understanding of how your brand is resonating among your customers (both retail and small business). Comprehensive results show you how to improve existing relationships, build loyalty and maximize the revenue potential for key customer segments.

Touchstone Metrics

The quarterly Touchstone Metrics program helps to monitor your brand across various channels including the branch, drive-up, online, mobile and call center. Customers are asked to relay details related to their experience with your brand. On-demand reporting and alerts helps to keep your servicing team aware of customer dissent so they may work to rectify issues immediately.

Employees

Employee Viewpoint

Understand how employee opinions and engagement affect your brand. The Raddon Viewpoint Employee program measures internal productivity and how that influences bottom-line financial performance. Survey findings can help you focus employee training and development efforts on areas that will improve customer satisfaction and loyalty.

Market

Brand Benchmark

The Raddon Brand Benchmark Study helps financial services organizations understand how their brand resonates with the markets in which they serve. Raddon will determine the reach of your brand today and determine which areas may provide opportunities for growth. Strength of your brand is measured by administering a survey to targets in your defined market and assessing the performance of the phases of the consumer purchase process including awareness, consideration, purchase and repurchase. What makes Raddon's Brand Benchmarking Study unique is our ability to provide you with relevant benchmarks. Not only will you understand how your brand performs relative to your local competitors, but results also reveal how well your organization performs compared to like organizations – such as those of similar asset size or operate within a similar market type (population density).

Raddon can also tailor an approach, survey and analysis to address your specific research needs. Specialized topics include, but are not limited to post transaction, new product testing, product and sales delivery gap analysis, product/service demand and new or closed account surveys.

Connect With Us

For more information about Survey Services from Raddon, please contact us at 800-827-3500 or visit www.raddon.com.