

Touchstone Metrics

Monitor the Consistency of the Customer Experience



Touchstone Metrics from Raddon allows you to consistently monitor what is happening within your organization to ensure that you are delivering what your brand has promised. As an ongoing assessment of the customer experience, the Touchstone Metrics program includes the tracking of key metrics that correlate with higher levels of loyalty and advocacy.

Research from Raddon proves that timely and appropriate action to address issues increases advocacy ratings by 70%.

Touchstone Metrics delivers valuable insights on servicing from those customers that interact with you most, and those that don't. This quarterly assessment measures customer engagement based on their most recent interactions at your branches, online, or over the phone. Dissatisfied customers are identified immediately and the institution is given the opportunity to rectify the issue.

The Touchstone Metrics program is an analysis of key factors impacting servicing levels including:

- Overall Satisfaction
- Likelihood to Recommend (NPS)
- Ease of Doing Business With the Institution
- Primary Financial Institution
- Expectations Met

- Service Performance
- Activity – what types of interactions did customers conduct in the last month?

As an ongoing assessment of your brand performance, the analysis of the Touchstone Metrics program includes continual monitoring of key metrics of the customer experience including satisfaction, likelihood to recommend, expectations and how easy or difficult it was to interact with your organization. All of this information is enhanced with Raddon's in-depth exploration of how opinions might differ across consumer segments as well across delivery channels used.

Deliverables

Participants in Raddon's Touchstone Metrics program receive the following benefits:

- Setup, sampling, field management and results processing of your quarterly survey
- Reliable results using Raddon's proprietary sampling/weighting methodology
- On-demand reporting displaying the most current, summarized key metrics from the survey while responses are being collected
- Pre-programmed survey alerts provide you with the contact information and survey response for customers who indicate that they are dissatisfied
- Quarterly report summary with graphs and tables including trends and Raddon's benchmark comparisons

- Review of results for the 2nd quarter, then annual thereafter with a Raddon Strategic Advisor who will help you set goals

What to Expect When You Join

Upon joining the Touchstone Metrics program, your organization is assigned to a Raddon Data Analyst that will guide you through the process of setting up your survey and conducting your research on a quarterly basis. Your Raddon Data Analyst will continually monitor your survey while it's in the field and keep you on track with each quarterly processing.

Raddon will require that you provide a household data extract for sampling. In addition, you will be asked to review and approve your survey. Survey setup and sampling is conducted in the first quarterly processing only, then the survey distribution

and processing is automated for the remaining quarters.

Results

Raddon's objective is to provide organizations with a comprehensive understanding of their customer base. Research findings for Touchstone Metrics are provided in two formats; On-demand and Quarterly Summary Report.

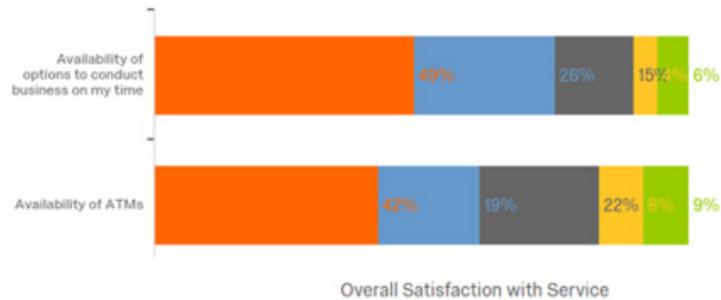
On Demand – A key benefit of using Raddon's Touchstone Metrics is the availability of results at your fingertips when you want it. Once your quarterly survey is launched, you are provided with a link to a report that is updated in real-time. The report shows a consolidated version of your results as customers submit their response. Results are weighted using Raddon's proprietary weighting methodology.

On Demand Reporting

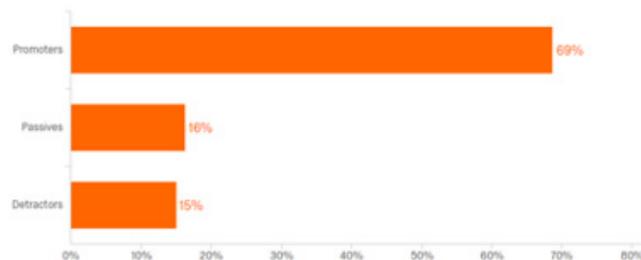
Touchstone Metrics

ABC Financial

Performance - Operations Category



Net Promoter Segments



Dissatisfied/Unlikely to Recommend

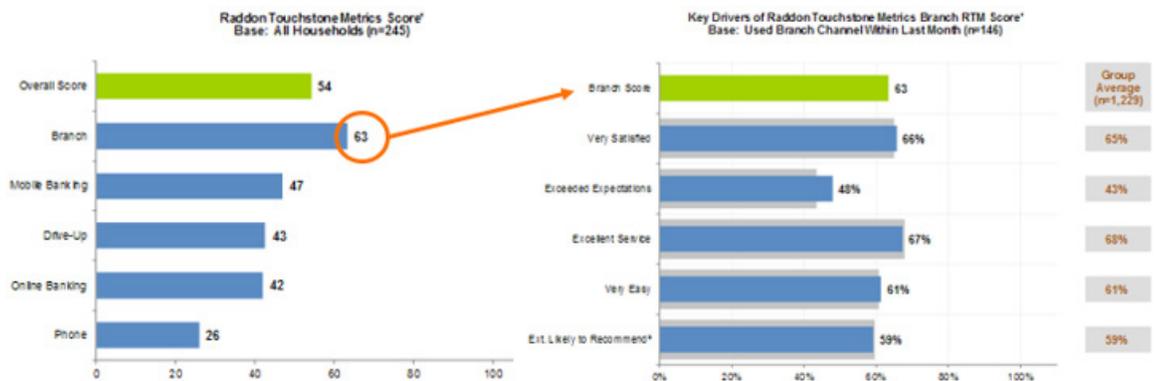
Alerts – An alert trigger will be programmed into your survey to send an email to someone designated at your organization if a member reports that they are dissatisfied. The alert will include information from the survey including the member’s name, contact information and reasons for their dissatisfaction. The organization is encouraged to follow up with these “at-risk” members right away and try to rectify their issue.

Quarterly Summary – At the end of the processing period, you will receive a PowerPoint with your final results for the quarter. The report will provide an analysis of your organization’s results along with benchmarks and trends. The quarterly summary will include the topics explored in the survey including customer satisfaction, likelihood to recommend (NPS) and overall servicing evaluation.

Raddon Touchstone Metrics (RTM) Score

- The RTM Score is an overall indicator of your organization’s performance across the following attributes: likelihood to recommend, overall service, satisfaction, ease of doing business and expectations. The RTM Score, ranging from 1 to 100, provides you with a relative performance ranking of your organization based on their recent interactions as compared to your peers. The RTM Score is also calculated for each delivery channel (branch, mobile banking, drive-up, online banking and phone.) The specific channel RTM Score provides you with an overall indication of performance from households who recently used the specific channel. Comparing scores across channels provides your institution with an indication of where opportunities for improvement may be needed to provide a consistent experience for your households.

RTM Score





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.

Methodology – The Methodology section explains how Raddon segments and samples your household database. Raddon’s proprietary weighting methodology is what sets our survey apart from the competition. We apply weighting to each sampling segment to bring final percentages back in

line with your overall household distribution. This ensures that no one segment within your base is over or under represented in your final research findings. This process leads to survey results that are accurate and predictive of your entire household base.

Methodology

Cell Definition		Sampling and Weighting Methodology					
Checking Status	Age	Percent of Total Households	Sample Size	Number of Responses	Percent of Unweighted Responses	Cell Weighting	Percent of Weighted Responses
Checking	18-34	18%	3,150	118	15%	1.164	18%
Checking	35-54	23%	2,200	179	23%	0.980	23%
Checking	55+	21%	1,050	167	22%	0.959	21%
No Checking	18-34	7%	1,500	91	12%	0.587	7%
No Checking	35-54	13%	1,750	98	13%	1.012	13%
No Checking	55+	18%	1,050	110	14%	1.249	18%
Total		100%	10,700	763	100%		100%

The 763 survey responses are weighted so final survey results are representative of your entire member base. This eliminates the bias introduced by product use and balance levels.

Participating in the program

Financial institutions may join the program at any time, but must process 4 consecutive quarters per year. Cycles begin in January, April, July, and October. Due to benchmark processing, timelines are strictly enforced.

cycle of feedback plus implementation of improvement initiatives, as demonstrated in Raddon’s Touchstone Metrics program, allows organizations to gain an edge within their markets and achieve strong financial performance.

Join today

Savvy organizations understand that continual monitoring of key metrics of the customer experience leads to a consistent delivery of your brand. Raddon has found that the highest-performing institutions solicit customer feedback, measure their performance against their peers and adjust their offerings to effectively compete and meet customer needs. This continual

Connect With Us

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



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