

BRIT

Business & Retail Innovation Tracker

Banking & NBFI & Fintech
Syndicated Study



iSense Solutions
THE MODERN CONSUMER COMPANY





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BRIT **Project** **Methodology**

- **Target:**
 - **Consumers:** 18 - 65 y.o. persons who own at least 1 service/ product at a bank, NBFI or fintech
 - **B2B:** SME, SOHO and LARGE companies
- **Number of waves per year:** 4
- **Sample size/ wave:**
 - **Consumers:** 800 interviews, urban representative on gender, age and region
 - **B2B:** 200 interviews, urban representative on company size
- **Data collection method:** online via iSense Solutions online panel.
- **Field work period:** Data collection is made quarterly, in the middle of the quarter
- **Deliverables:** Power Point report with detailed results and Executive Summary



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Module 1:
**Technology &
Innovation Tracker**

OBJECTIVES

- Attributes associated with an innovative bank/ NBFIs/ fintech (e.g. advanced technology, easy to use products/ good UX, customer experience, fastness, accessible, trustworthy, digital services, personalization, loyalty programs etc.)
- Perception of TOP innovative bank/ NBFIs/ fintech in Romania and reasons why
- What financial technologies they currently use and intent to use
- How do they evaluate used financial apps (internet banking, mobile banking etc) and their features
- What other features do they currently consider to be useful
- Perception about banks/ NBFIs/ fintech using/ providing new services like artificial intelligence, biometric payments, automation, crypto, automatic money transfer, buying gold, financial trainings on how customers can make the most of their money through financial education hubs etc.

VALUE ADDED: The first wave also contains information on the changes driven by COVID period (e.g.: difficulties during the pandemic, expectation from their main bank, campaigns meant to fight the epidemic awareness, used digital product in connection with the bank and if they were used more often compared to previous period etc.)



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Module 2:

Market status tracker

OBJECTIVES:

- Brand and advertising awareness (TOM, other mentions, aided brand awareness)
- Brand relevance
- Brand image
- Brand, products usage and intention
- Willingness to switch
- Usage of digital products and intention to use
- Brand reputation (familiarity, quality management, quality of products and services, financial performance, good employer quality, social responsibility and emotional attachment)
- Difficulties and expectations from their main bank



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Prices & Timing

Project	Number of purchased waves	Investment euro/ wave* RETAIL	Investment euro/ wave* B2B	Investment euro/ wave* RETAIL + B2B
Innovation Tracker	1 wave	2.550	1.700	3.825
	2 waves	2.125	1.530	3.400
	3 waves	1.915	1.400	3.060
	4 waves	1.700	1.275	2.700
Innovation + Brand Tracker	1 wave	3.000	2.000	4.500
	2 waves	2.500	1.800	4.000
	3 waves	2.250	1.650	3.600
	4 waves	2.000	1.500	3.200
Special analysis (e.g. brand equity analysis, crosstabulations on 5 variables etc.) on request, will be quoted separately				

* PRICES ARE WITHOUT VAT




About iSense Solutions





iSense Solutions
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Meet iSense Solutions




 6 years on the market


 Over 170 clients


 Opinion leaders: guest speakers at over 40 conferences & events, over 140 press releases and with thousands of media appearances

 Over 50 **studies** performed on latest trends and subjects, available for free in the client loyalty program

 People: 30 full time research experts in Bucharest Headquarter

 Online: own online research panels with over 100k+ respondents in Germany, US, UK, Romania, Croatia, Serbia, Slovenia, Albania. 40 million available online respondents worldwide from 80 countries through partner panels

 CATI: 30 stations prepared for telephonic interviewing in English and Romanian

 Qualitative: online communities, modern focus group facilities, live streaming technologies

 Face to face field in Romania: 200 Interviewers



Some of our clients:

FMCG



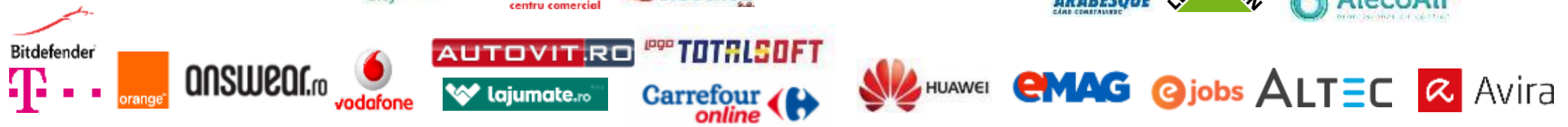
Finance



Retail



Online & Tech



MarCom



Pharma



Research



Other industries





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