



Financial services research

Innovative brand and product repositioning to rebuild consumer trust

One-day conference, 14 October 2009

Crowne Plaza London – The City



Featuring speakers from:

- | | |
|---------------------------|---------------------------------------|
| Bank Sarasin | Nottingham University Business School |
| BDRC | Nunwood |
| Consensus | ORC International |
| Finaccord | Santander UK |
| GfK Financial | Spring Research |
| Legal & General | Standard Life |
| Lloyds Banking Group (GI) | Tesco |

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Welcome

Financial services research

Innovative brand and product repositioning
to rebuild consumer trust

The turmoil in the financial services sector has significantly affected consumers' personal finances, their relationships with financial service providers, attitudes towards saving and borrowing and the value placed on different financial products. Attracting and retaining customers has never been more challenging.

Chaired by financial journalist Richard Young, this one-day conference brings together financial services researchers to examine how insight is being used to better understand and communicate with customers in a post-credit crunch world.

How can the financial services sector regain trust? What new business and financial models will emerge after the recession? How will financial institutions redefine themselves? Attend this event to hear these questions answered and understand the role of research in revitalising the financial sector.



Marc Brenner
Editor, *Research Magazine*

This timely and stimulating programme includes cutting-edge case studies, practical advice, expert analysis and live debate designed to fuel your imagination and strengthen your strategy. Explore the role of research in:

- Developing new models to fuel the green shoots of recovery
- Rebranding and rebuilding broken trust with valued customer segments
- Understanding and responding to customers' drivers and inhibitors
- Communicating effectively using the right language and channel strategy
- Improving customer acquisition and the loyalty of high net-worth customers
- Developing detailed customer insights that translate into targeted service offerings

Who should attend?

Clientside and agency professionals involved in:

- Customer research and insight
- Marketing
- Planning and advertising
- Customer analytics and modelling

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Richard Young,
financial journalist

Alan Leach,
Director and Co-Founder,
Finaccord

Roger Donbavand,
Director, BDRC
Professor Nigel Waite,
Chair, Financial Services
Research Forum, Nottingham
University Business School

John Buckle,
Customer Insight
Manager, Santander UK
Sonja Bättig, Head
of Client and Market
Research, Bank Sarasin
Roger Donbavand,
Director, BDRC

Nick Watkins,
Managing Director,
GfK Financial

08.30 Registration and refreshments

09.00 Chairman's opening remarks

**09.20 Green shoots and the post-credit-crunch market:
How research should respond to new market conditions**

- The changing landscape of financial services over the past 12 months: How have providers, intermediaries and consumers been affected?
- A new type of customer is born: Understanding how the credit crunch and subsequent recession will change customer attitudes towards financial services
- Green shoots and the post-credit-crunch market: What should customer insight and marketing executives within financial institutions be looking for from market research suppliers?
- What should market research suppliers have learnt from the banking sector crisis and how should they be adapting their proposition in future?
- Developing unique, usable insights: Future perspectives for analytical research providers in the new financial services environment

**09.55 Mending broken trust:
Rebranding and repositioning to re-attract customers and investment**

- Understanding the changing relationship between financial institutions and consumers
- Examining how consumers used to select brands and products and how this has changed
- Measuring the willingness of consumers to trust intermediaries post-credit-crunch and understanding the implications for your channel strategies
- Developing customer reassurance strategies that address the current trust inhibitors of merchant integrity and longevity
- Assessing the role of research in determining rebranding and repositioning strategies
- Leveraging customer insights to develop targeted customer loyalty strategies

**10.30 PANEL SESSION
Examining different consumer trust models:
What part does trust play in selecting financial providers and products**

- Analysing the trust propensity of different customer segments
- Evaluating the main influences on consumer trust when selecting financial providers and products and channels to market
- Assessing the trustworthiness of information provided by financial institutions
- Determining the value of being a mutual: Does mutuality equal trust anymore?

11.05 Morning refreshments

**11.35 Behavioural analysis: Understanding how customer segments
respond to key economic indicators and financial terminology**

- How has the recession affected spending patterns and attitude to spending, saving and borrowing?
- Understanding consumers' reactions to key economic indicators like inflation and interest rates
- Evaluating what 'government backing' means to the average consumer and how important it is to different customer segments

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Carol McCreadie,
Head of Insight,
Standard Life
Clare Bruce,
Chief Executive,
Nunwood

- 12.10 Going direct:
How Standard Life evolved its channel strategy to better meet the needs of customers**
- The current UK Life and Pensions distribution model is outdated and failing to meet the needs of consumers. There is a mismatch between consumer needs and the current distribution model: only 7% of consumers currently purchase direct but 28% state that they would be confident to go direct.
 - Examining the performance of the current intermediary-based distribution model in cost savings and benefits for insurers and transparency and benefits for consumers
 - Identifying consumer requirements for a distribution model and evaluating new possibilities based on customer research
 - Assessing how Standard Life translated its research into strategic business actions

Sarah Hamburger,
Research Director,
Spring Research
John Wigram,
Planning Consultant

- 12.45 Networking lunch**
- 14.00 UBS Case Study:
Understanding the motivations and drivers for people with high net worth**
- Examining the scope of a UBS research project into attitudes of millionaires towards financial advisers and intermediaries
 - Understanding what relationships high net-worth people want with their financial advisers
 - Evaluating how the relationship between customer and adviser is evolving
 - Improving interactions with high net-worth customers and providing offerings that meet their needs

Andy Glazier,
Research Director,
Consensus Research, and
Roger Ashworth,
Head of Customer Insight,
Tesco Personal Finance

- 14.35 Treating customers fairly across the whole service life cycle**
- Assessing what constitutes treating customers fairly at different points of the customer journey
 - Determining key indicators of fairness across product and service life cycles
 - Examining relative merits of quantitative vs qualitative methodologies employed, and employee vs customer interviews
 - Why TCF should not be treated as a simple box-ticking exercise – advancing customer-closeness of the organisation and develop competitive advantage
 - How to translate key findings from TCF research into tangible commercial improvements

15.10 Afternoon refreshments

Goncalo Teixeira,
Market Research Manager –
Customer Insight & Innovation,
Lloyds Banking Group (GI)
Daniel Young,
Group Customer Insight
Manager, Legal & General
Martin Grimwood,
Divisional Manager – Financial
Services, ORC International

- 15.40 PANEL SESSION
Evaluating key research methodologies that can deliver low-budget
high-return market research for recession-hit industries**
- Identifying low-budget research methodologies that yield good results in the financial services sector
 - Optimising existing resources and information to combine with bespoke research
 - Assessing the effectiveness of online panels for research into attitudes towards money, financial services and financial products
 - Evaluating the pros and cons of syndicated research

16.20 Chairman's closing remarks

16:30 Close of conference

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Speakers from



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