



Short-Cycle Research Projects



ALL THE CX ANALYTICS & EXPERTISE YOU NEED AND NONE YOU DON'T

If you're like most financial institution executives today, the last thing you need is MORE data and analytics. Sometimes all you want is the answer to a single **critical question**. But finding the correct answer can be more complex than you think, especially when it involves the customer experience.

This is why Support EXP, a proven research organization in the financial services industry, is offering its **CX and EX measurement capabilities and expertise** to solve your most pressing issues around the customer experience.

We consult with you to identify your Key Research Objectives and define your specific research questions. Using our innovative survey solutions and hands-on consultation, **we design a short-cycle research strategy to provide a clear line of sight to the answers you want to find**. We deliver the results according to a defined timeline, along with recommendations for actions that get you to your Key Objectives **quickly** and **precisely**.

WHY USE OUR SHORT-CYCLE RESEARCH PROJECTS?

- Frees Up C-Level Resources, **Time**, and Energy
- Quickly Identify **Priority Items**
- **Accurately** Resolve Problems Sooner
- Improve C-Level Awareness and **Understanding**
- Professional **Objectivity** Ensures Clarity
- Dynamic **Agility** Improves Precision of Results
- Expert **Timeline Management** Reduces Waste
- **Affordable** & Scalable Pricing



WHAT DO YOU NEED TO KNOW...RIGHT NOW?



Digital Demands: What do your customers want from online banking or a mobile banking app?



Systemic Service Issues: What friction or lack of seamlessness are experienced by your customers?



Market Share Malaise: How do you pinpoint the motivations for your customers' product usage?

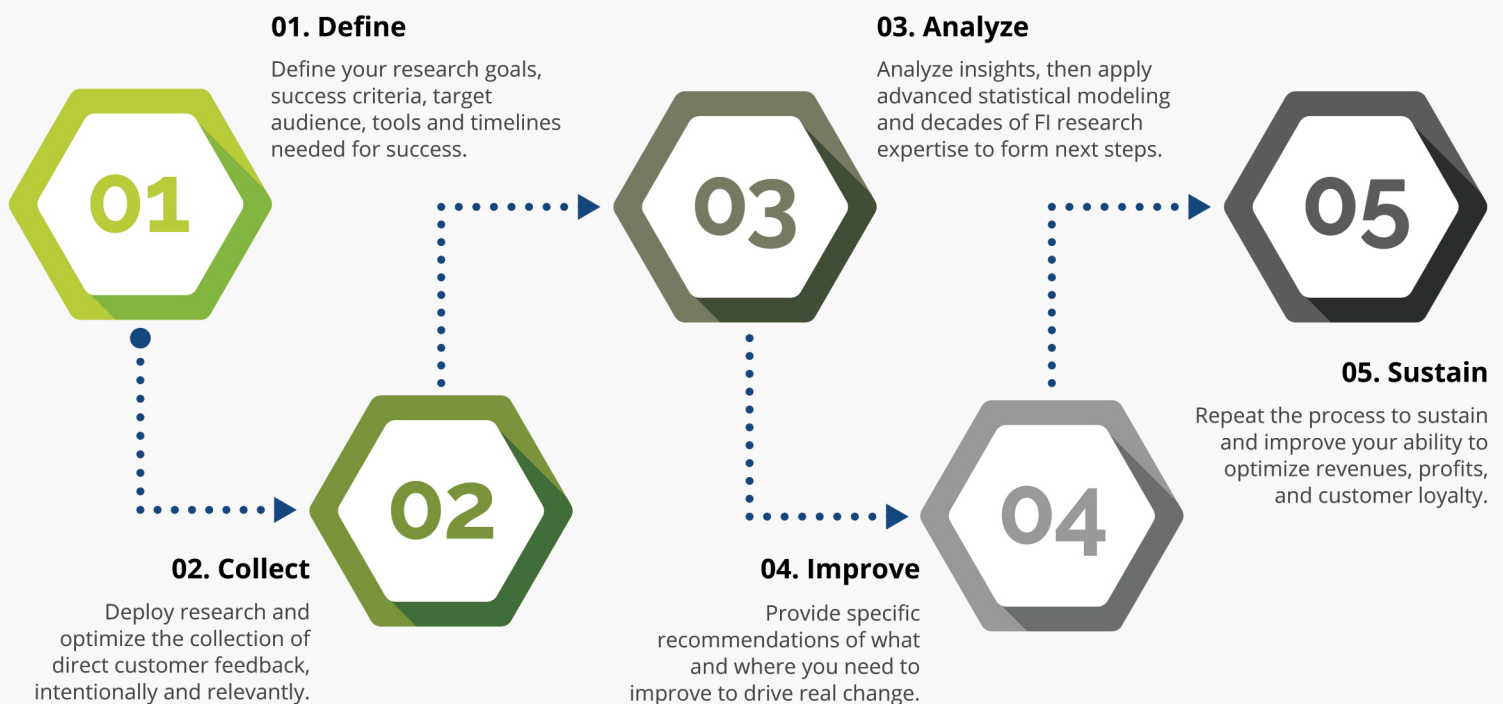


Internal Service Gaps: Where are the disconnects among departments that serve your customers?



Unfulfilled Brand Promise: Is there inconsistency in how your employees deliver your brand?

FIVE STEPS TO YOUR CX SUCCESS



We connect the dots from your biggest questions to exactly what you need to know.

