



Focus Groups Case Studies

Examples where we have supported customer success

Focus groups are a powerful way to check the pulse of customers and consumers to drive effective business decisions. From recruiting to conducting to reporting results, Scantron Survey Services can help!

CASE STUDY #1

A bank was interested in attracting younger customers. They felt they were not attracting a sufficient number of Gen Y population and those who *were* coming on board had a high attrition rate. Scantron Survey Services conducted focus groups to gather feedback on their Gen Y customers' perception of their organization as well as what that group thought about products and services provided. Two other focus groups were held for non-customers within the bank's footprint.

The four focus groups were held at a focus group facility. Scantron developed the discussion guides, worked with the facility to recruit participants, moderated the sessions and provided a written report of the results.

CASE STUDY #2

A bank wanted to gather feedback regarding their customer experience before and since the recent core conversion and introduction of new products, identify any service/product gaps, and measure levels of satisfaction, loyalty, and advocacy among the existing customers.

The main objectives of the research among their new customer group were to determine why they left their former financial institution, why they chose to bank with this FI, determine their primary product and service needs, and measure levels of satisfaction, loyalty, and advocacy among the new customers. Scantron developed the discussion guides, moderated the focus groups and provided written report to executive team at the FI.

CASE STUDY #3

A financial organization hired a third party to develop their website and wanted to conduct focus groups to ensure the new site was meeting customer needs. Scantron Survey Services developed the discussion guides and moderated the focus groups.

CASE STUDY #4

A financial organization wanted to examine customer reaction to their retirement and savings products and services. They needed to understand key consumer needs, identify areas of opportunity, and define integrated product ideas based on consumer needs. Scantron Survey Services partnered with an organization to conduct these focus groups and provided a written report of the key findings.



**CAPTURE INSIGHTS TO
INFORM DECISIONS TODAY!**

For a free consultation to meet your research goals, call **800.722.6876** or visit us at **www.scantron.com** to learn more.

About Us

Scantron® Survey Services provides solutions to help you collect data you can *use*. We deliver the quality you expect from decades of experience. Whatever your survey or research needs, Scantron can meet you where you are and help you get to where you want to be.