

Case Study:

A Top Financial Services Brand



What Is Important to Potential Customers?

The brand is launching new checking products into the market. However, to give these new products the best chance to succeed, it is important to understand what features and benefits are most important to potential customers and how they stack up against competitive products that are on the market today.

What do potential customers see as most important when considering a checking account?

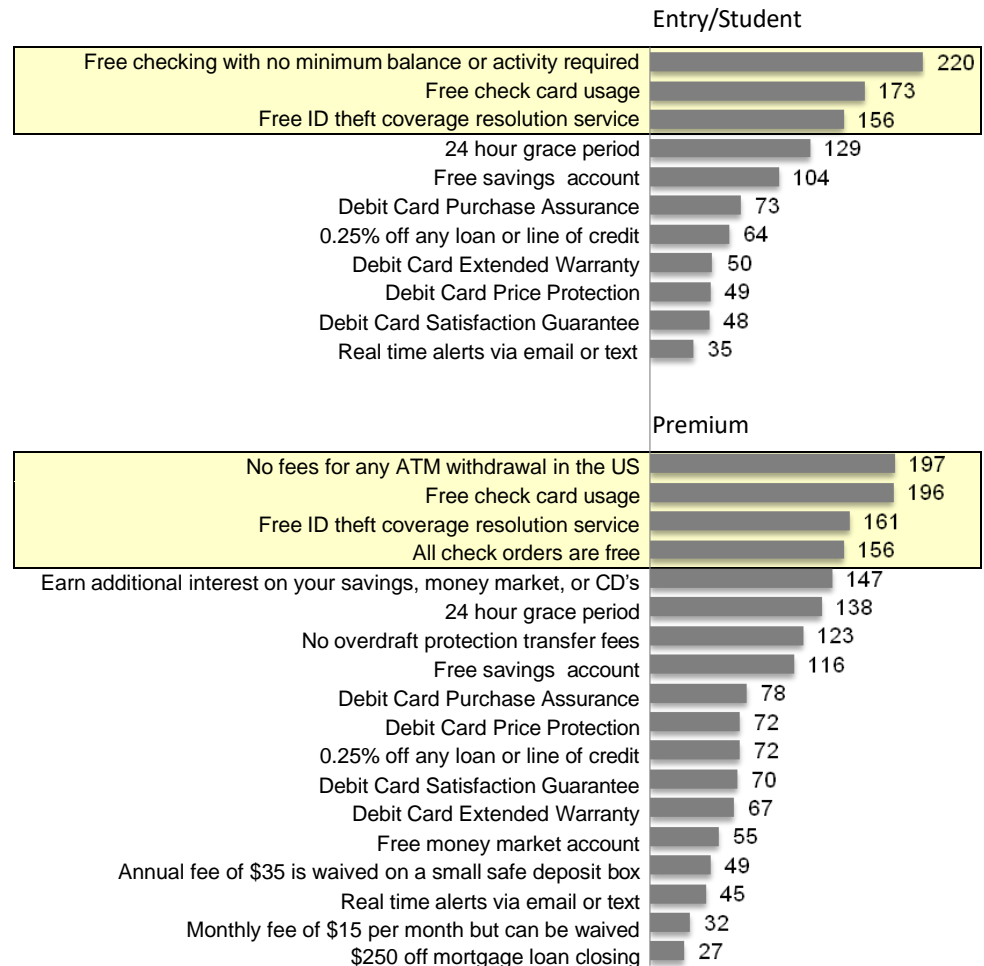
Entry-Level/Student Accounts: Customers in this segment place a high value on the following:

- **Free checking** with no minimum balance
- **Free check card usage** and **ID theft coverage**
- **24-hour grace period** for overdrafts
- **Free savings account**

Less important features include **debit card warranties** and **loan discounts**.

Premium Accounts: High-end customers prioritize:

- **Additional interest** on savings and money market accounts
- **No overdraft fees** and **real-time alerts**



Brand 1's Products vs. What Is Important to Potential Customers

- How do the Brand's new checking products compare with what potential customers say is important when considering checking account services?

The financial brand new checking products align well with what potential customers are saying is important to them when considering new checking services.

Entry-Level/Student Accounts:

The brand's entry-level checking products closely align with the needs of potential customers:

- Free checking, free savings, and free check card usage are all highly valued features.
- However, 0.25% off loans or lines of credit, a current benefit, is rated low in importance. This feature can be eliminated to streamline the product offering without negatively impacting its appeal.

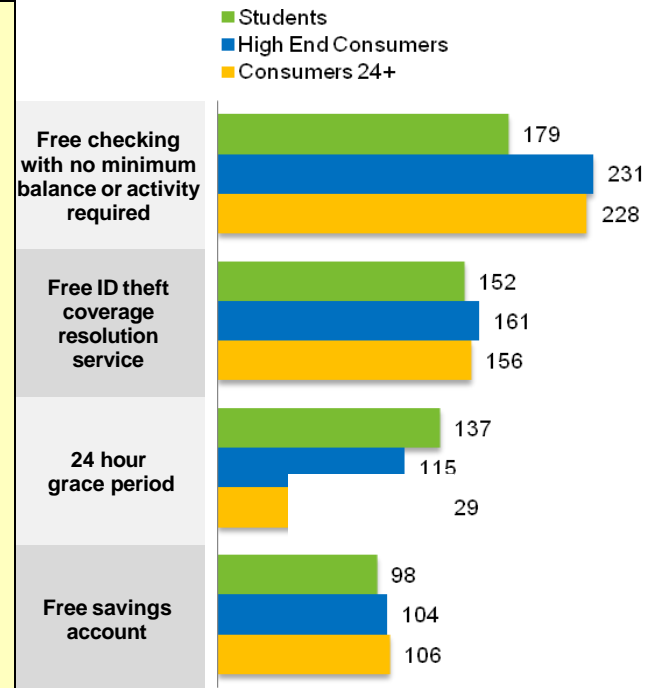
Brand 1 Entry/Student Product

\$0 monthly checking fee
No monthly checking fee requirements
\$0 minimum deposit to open

Free ID Theft Resolution with \$10,000 Coverage

24-Hour Grace on all overdraft fees. You have 24 hours to fix an overdraft before you get a fee

Free Savings Account



Relative Importance Index set at...
100 = Average likelihood an attribute is most important
Over 100 = More important when considering a bank
Less than 100 = Less important



Competitive View: Brand 1 vs. Competitive Checking Products

How do the brand's new checking products compare with competitive products on the market today?

The Brand's new product features and benefits conform with what potential customers have stated are important to them when considering a checking account. Thus, it is not surprising that Brand's new products outperform the top competitors' products by wide margins.

Entry-Level Accounts:

- Brand 1's entry-level checking product stands out among competitors, with nearly **8 out of 10 customers** ranking it as the most appealing option.
- Key drivers of this preference include **no fees** and **no minimum deposit**, which differentiate Brand 1 from competitors like Brand 5 and Brand 6, who impose monthly fees.

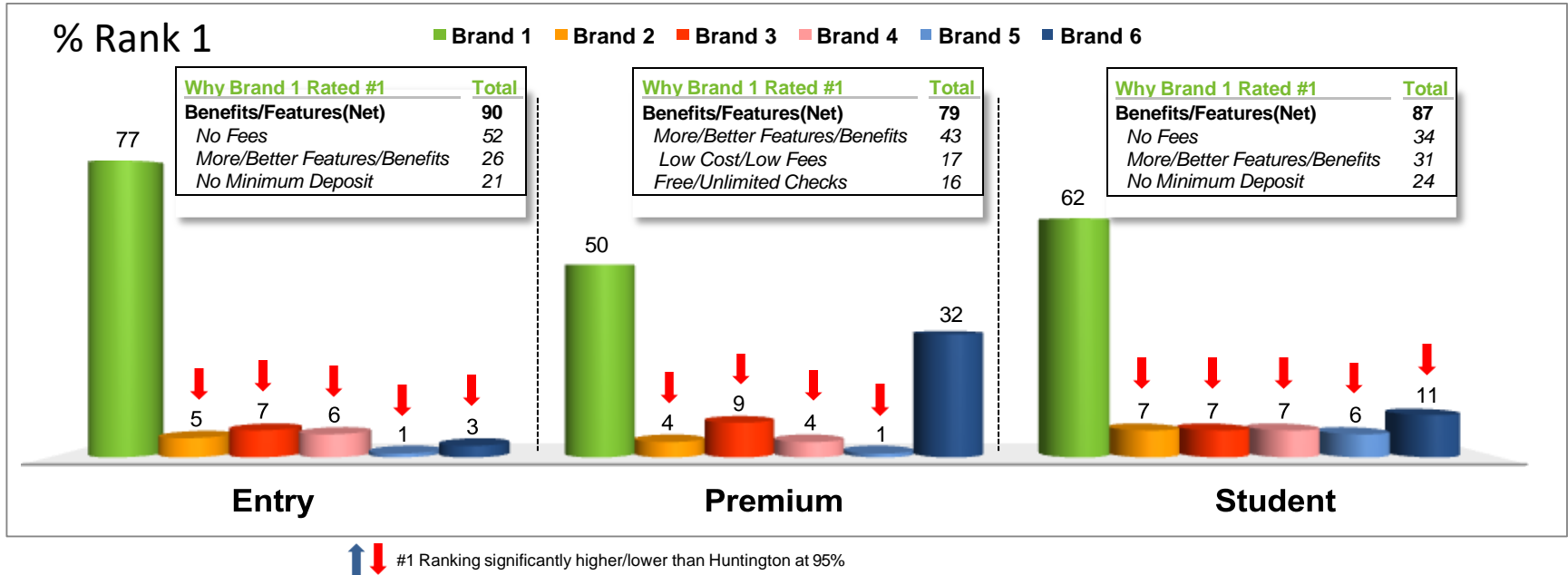
Premium Accounts:

- Brand 1's premium checking product is competitive, with **two-thirds of customers** ranking it either **first or second** compared to other offerings.
- However, in this segment, Brand 1 is closer to its competitors, especially Brand 6, which holds a similar ranking in customer preferences.

Student Accounts:

- Brand 1's student checking products outperform all competitors, driven by **a broader range of features** and **no fees**, which provide a clear advantage over other student accounts on the market.

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For Consideration - Benefits to Add/Exclude

We have seen that Brand 1's checking products feature benefits that fit with what potential customers feel is important and they compare favorably with the competition. However, is Brand 1 offering too many benefits and incurring unnecessary expense? Could the bank see relatively the same competitive advantage by excluding some benefits? The following are some suggested modifications:



Entry/Student Checking Product

Thinking about Brand 1's Entry/Student checking product, the one benefit that seems to be a strong candidate for exclusion is the .25% off of loans and lines of credit. This scored well below average on importance and looks to be an expense the bank does not need to take on for this product to succeed.



Free savings account may also be something to look toward eliminating in helping to streamline the Entry product.



Premium Checking

On the Premium checking side, a unique benefit like 24 Hour Grace (a high scorer on importance) looks to be enough to offset the exclusion of low importance scorers like Free Money Market, \$250 off mortgage closing, and .25% off of loans and lines of credit.



A benefit that should rate strong consideration for inclusion to the Premium checking product is additional interest on savings, money markets, and CD's. High End Consumers give this benefit the highest chance of it being the most important when considering a checking account

Conclusions

Brand 1's checking products are well-positioned to meet the needs of their target customers, especially in the **entry-level** and **student segments**, where they outshine competitors. Key factors like **no fees**, **no minimum deposit**, and **valuable free services** drive customer preference.

However, some adjustments could streamline the product offering and reduce costs:

- **Entry/Student Accounts:** Eliminating less important features like the **0.25% loan discount** can reduce unnecessary expenses while maintaining strong alignment with customer needs.
- **Premium Accounts:** Including **additional interest on savings** would significantly enhance the appeal of this product to high-end consumers.

