

Strengthening **Customer-Centric strategies** based on Canadians' banking preferences

Segments will allow subscribers to:

It is a commonly recognized fact that over the past few years, the marketplace has been shifting – from consumers waiting for the next best offer to come their way to consumers actively searching for solutions that better meet their needs. At a time when customer-centricity sits at the heart of many organizations' growth strategies, the Canadian financial services sector is well-positioned to optimize customers' experiences. A key starting point: understanding how Canadians bank and the impact their preferences have in defining their relationship with their retail bank.

The 2017 Canadian Retail Banking Monitor will provide a market update – as well as an update at the brand level of how Canadians' banking preferences align with relationships with their bank.



Research topics include:



Channel usage

- Main & secondary financial institutions
- Incidence: branches, ABMs, telephone banking, online banking, mobile banking, banking app, money management apps and tools
- Activity at each channel
- Incidence of channel overlap
- Frequency of channel use and types of transactions
- New products in past 12 months and by channel



Payment methods

- All payment methods used
- Frequency of credit & debit card use – including by location/purchase type
- Incidence of mobile payments and interest level among non-users
- Incidence of relatively newer payment methods:
 - Visa Debit
 - MasterCard Debit (new this year)
 - Flash/Tap 'n Go
 - Mobile Cheque Deposit
 - Virtual wallets
 - Social payments
 - EMTs



Connected consumer

Consumer segmentation based upon digital behaviour from TNS' Connected Life which provides 4 distinct digital media consumption groups:

1. Leaders
2. Connectors
3. Functionals
4. Observers

Segments will allow subscribers to:

- Better understand how digital and traditional media are consumed
- Prioritize media focus (earned, paid, or owned) for each client type



Keeping the customer at the centre

Following up on 2016's program expansion that included measures of relationship strength, we will refresh all metrics of channel usage, payment methods, and the Connected Consumer while also revealing whose relationships have experienced an increase, decrease, or stability in loyalty levels. We will continue to show trends in the results – in particular on channel usage and call-outs on shifts in KPIs.

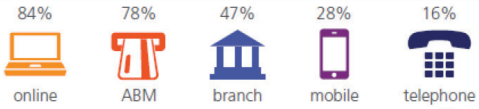
From 2016...what's the landscape today?

Canadian banking customers...

Bank with...



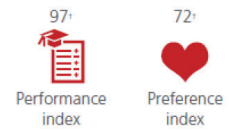
Most frequently* via...
*once a month or more often



Demonstrating shifts** in past month channel use...
**vs. 2014



The rational and emotional dimensions of their experiences...
*on a scale of -50 to 150



Define the strength of their relationship with you.



In addition to our measure of relationship strength, we also measure the following KPIs:

- Overall satisfaction
- NPS (Net Promoter Score)
- Continued use
- Advantage offered
- Performance
- Preference

Deliverables

As in previous years, study findings will be extensively cross-tabulated across banners that include:

- Demographic segments
- Channel usage
- Product usage
- Financial institution affiliation

There will be 2 levels of reporting available:

Category-level report

- Study findings charted as required
- Sub-group findings based on channel usage (where meaningful)
- Highly visual
- Category level conclusions and recommendations on growth opportunities
- Strength of relationships and sentiments towards FIs

Brand-level report

- Category-level report PLUS your brand story (e.g. your customers)

Study Methodology

As in previous years, a nationally representative sample of 3,000 adults aged 18+ will be surveyed online.

Subscription fee

Category-level subscription fee: \$31,750

Brand-level subscription fee: \$36,750

Proprietary questions are invited from subscribers; costs will be provided upon review of questions. Additional consulting and/or workshops to facilitate the development of an action plan available; costs will be provided upon review of specific needs.

For more information, contact:

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www.tnscanada.ca



2017 Canadian Retail Banking Monitor

(formerly "How Canadians Bank")

PROJECT CONFIRMATION

Attention: Susan Sanei-Stamp
Fax: 416.923.7085

Description: Survey based on 3,000 online interviews with national sample of Canadians 18 years of age and over

Deliverables: Electronic copy of report, infographic summary and detailed tables

Subscription Cost: Select your report: Category-level \$31,750 + HST Brand-level \$36,750 + HST

Client/Company Name: _____

Company Contact: _____

Title: _____

Mailing Address: _____

Phone Number: _____

Fax Number: _____

E-mail Address: _____

Signature: _____

By signing this form you are agreeing to subscribe to Kantar TNS' 2017 Canadian Retail Banking Monitor study subject to the terms attached hereto as Exhibit A. Unless otherwise agreed, billing is 75% due upon subscription, 25% within 30 days of delivery of the report.

Proprietary close-ended questions: additional \$350/per (+tax)

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