



IRONWOOD INSIGHTS group, LLC

Ironwood's Financial Services Expertise

Ironwood Insights Group helps financial services companies optimize the customer experience amidst rapid digital mobile service models

Audiences Researched

Secondary Research

Monitor changing social, technology, economic trends shaping the category

Customer Experience

Evaluate customer experience, maximize acquisition, retention

Segmentation/Market Needs

Understand emerging consumer digital/branch service needs

UX/Design Research

Enhance human/technology processes and touchpoints

Brand Health

Optimize brand positioning & messaging

Category Expertise

- **Retail & commercial banking**
- **Credit & payment systems**
- **P&C, auto, life insurance**
- **Investments, wealth management**
- **Consumer & commercial lending**
- **B2B decision makers, executives**
- **Consumers, retirees, high net worth individuals**

What Makes Ironwood Unique?

- Full-service insights services that marry methodological and analytical rigor with leading-edge technology
- Traditional and AI-led insights solutions that help financial services companies drive innovation, optimize solution development, and improve communications and messaging.
- Industry-leading, in-house data collection assets for the most difficult data collection challenges: online, telephone, mail, mixed methodologies.



**To learn more, contact
Ironwood Insights Group today.**

**IRONWOOD
INSIGHTS**
group, LLC



info@ironwoodinsights.com



ironwoodinsights.com



602.661.0878