

Our Financial Services Expertise

Ironwood Insights Group advises clients across the financial services spectrum with a deep and recent focus on key business issues and audiences:

Customer & User Experience

changing face of customer needs/expectations related to proliferation of digital channels, technology-based relationships

Employee Satisfaction

and alignment with customer needs/expectations

Strategic, On-Trend Research

changing landscape, proliferation of mobile & technology preferences, changing market demographics, evolving lifestyle trends & disruptions

Ad/Brand Development & Optimization

develop, optimize, monitor ad/brand performance & market position

Solution Development & Optimization

digital features/functions/benefits, credit card reward optimization, account servicing offerings

Industry Segments

- **Banking**
- **Investment/Wealth Management**
- **Insurance (P&C, life, health)**
- **Consumer & Commercial Lending**
- **Credit Cards**
- **Employee Benefits**

Audiences

- **Consumers**
- **High Net Worth Individuals**
- **Retirees**
- **Executives (CFO's, Decision Makers, HR Executives)**
- **Institutional Investors**



Our Key Points of Difference

Ironwood's full-spectrum services marry methodological and analytical rigor with leading-edge technology and innovation to deliver *actionable, durable insights* to our financial services clients.

- **Integrated teams of research methodologists, technical consultants and subject matter experts to advise clients across the range of business dynamics impacting healthcare**
- **Gold standard data processing and analytical assets run by consultants with decades of experience**
- **In-house data collection assets that support online, telephone, mail and mixed mode methodologies: one of the largest operations in the U.S.**
- **Leading-edge data collection technology & portal delivery to monitor results**



To learn more, contact
Ironwood Insights Group today:

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Insights that provide clarity and drive action.

RESEARCH DESIGN

DATA COLLECTION

ANALYTICS & REPORTING