

Finance MAP

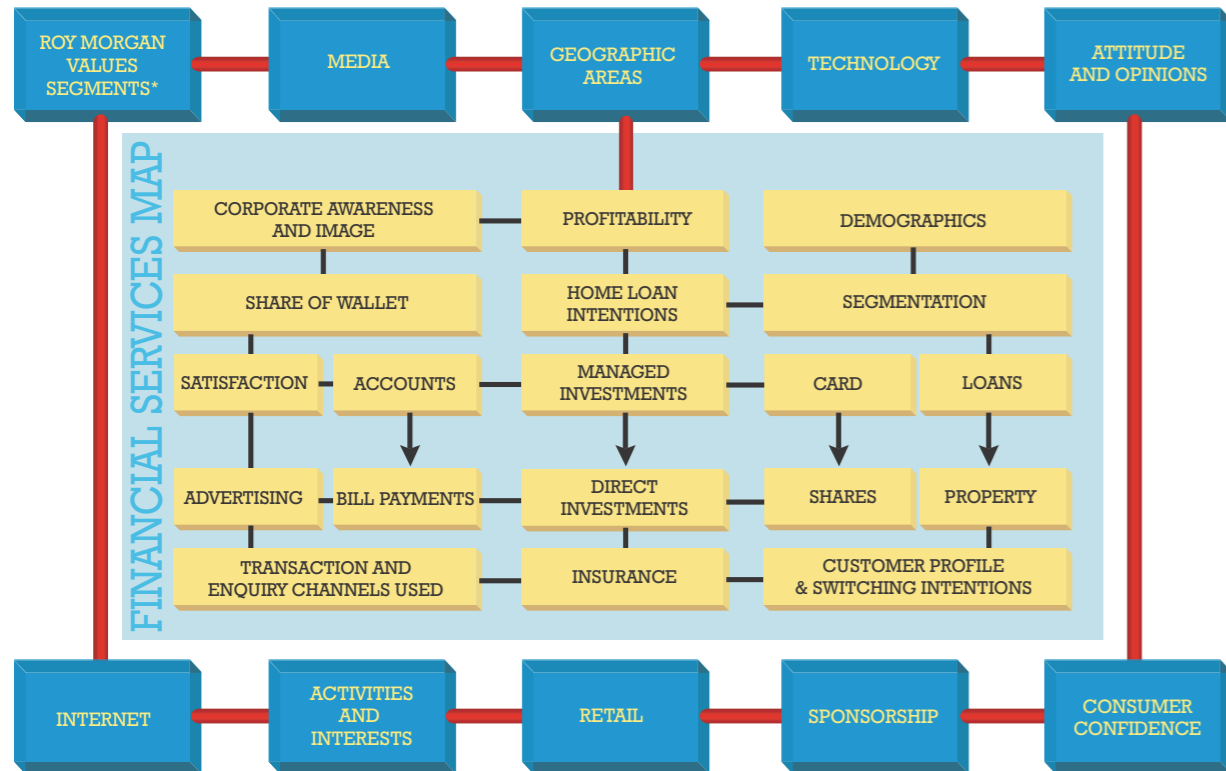
“Understanding consumers of financial services requires a holistic approach.”

Financial Services organisations that can respond to market signals and better understand the end-consumers in all their complexity, will be best placed to gain share of market and of the consumer's wallet.

New players and intermediaries are constantly entering the market. Strength and depth of customer relationships are even more vital today.

Finance MAP provides the information platform for your organisation that reflects the market environment you operate in.

When combined with the broader Roy Morgan Single Source information, you have a comprehensive understanding of your target consumer markets.



* Developed in conjunction with Colin Benjamin of The Horizons Network.

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Discover your edge.

Finance MAP

Market information for financial services needs to incorporate all of the key product markets, players and consumer segments. Financial MAP covers the full range of markets, from banking, insurance and cards through to wealth management.

Consumers activities and relationships across these markets are covered through the integrated information base. Financial Institution relationship covered in the data extend from Banks, Building Societies and credit Unions, through to Insurers, Fund Managers and Advisory Groups. The range of channels are covered from traditional branches through to electronic channels, brokers and financial planners, and emerging non-traditional channels such as retailers.

Finance MAP (Marketing and Advertising Planner)

Roy Morgan Research has developed Finance MAP to meet the increased need for consumer based information on which to base strategy in the rapidly changing environment.

“Blurring boundaries in financial services demand a new market perspective.”

The world's largest consumer database.

The system connects information on consumers' financial services activities, relationships and attitudes with extensive data on their demographics, lifestyles, consumer behaviour and media usage.

Finance MAP is based on over 50,000 face-to-face interviews PA with Australians over the age of 14 and is the largest survey of its type in the world.

Covering all the key elements of consumers' financial behaviours, attitudes and values, all data is integrated at the respondent level.



New challenges require new solutions.

The financial services industry continues to undergo rapid and complex change driven by technology, changing customer needs and regulation (deregulation). Traditional boundaries between different service providers are blurring and new entrants are emerging to intensify the competition.

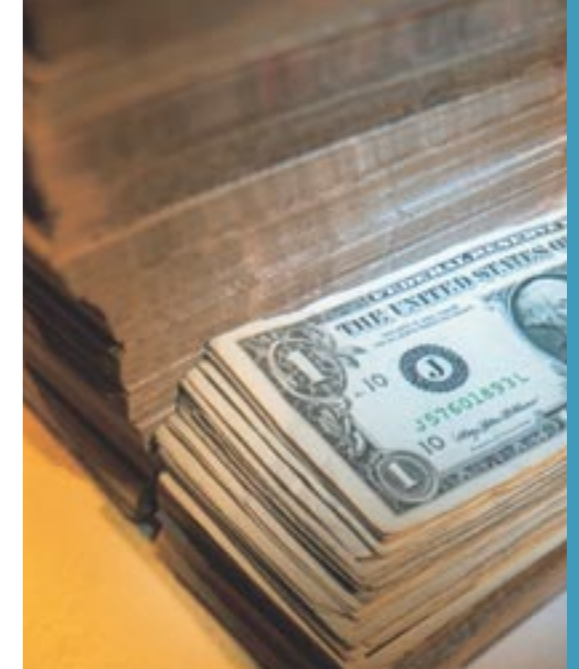
The speed and extent of this change means that all participants need to take a far more holistic view and have a deeper understanding of consumers in this market than has been the case in the past. This requires a new type of integrated market information and a more sophisticated decision making platform.



Used by a wide range of organisations, analysts and decision-makers.

The information covers the full range of strategic and tactical issues facing decision makers in the financial services industry, including Marketing Directors, Product and Brand Managers, Channel and Strategic Planning Managers. It is a vital source of information for major players in the market, including:

When you subscribe to Finance MAP and your advertising or media agency subscribes to any of our media products, the data is automatically linked to give both parties full access to all subscribed components.



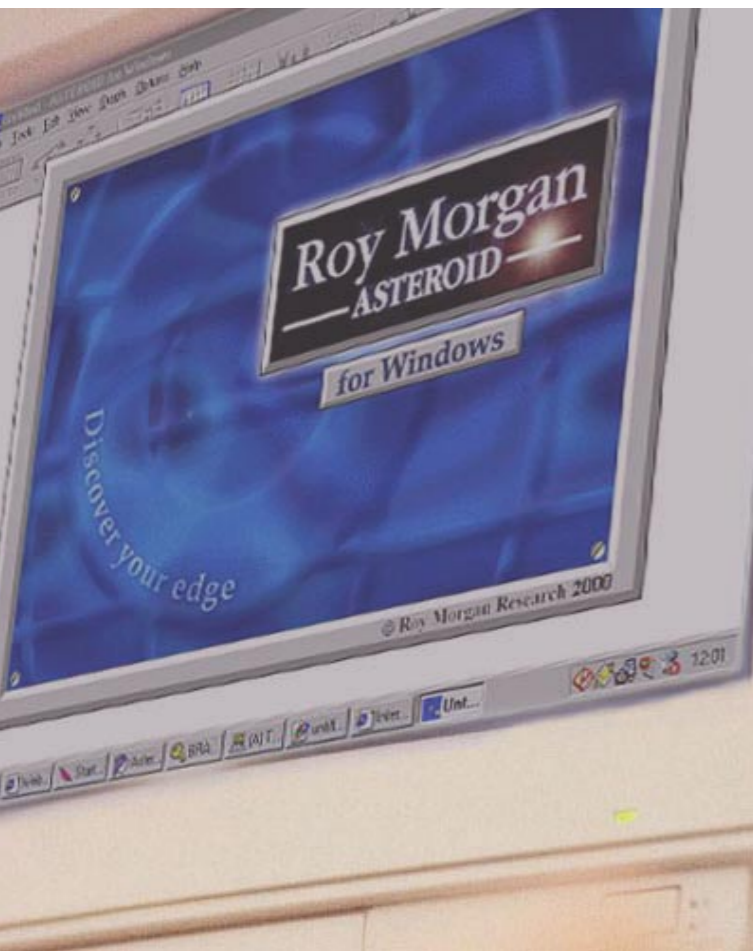
“A vital tool for effective marketing, planning and decision making.”

Accessible, Actionable Information

The information is provided in a range of ways to meet your needs, including:

- PC based database, with Asteroid software to enable easy, rapid access to information
- Customised analysis, including development and tailoring of organisation’s particular market view, providing segmentation and wallet definition
- Tailored management reporting, with tracking of Key Performance Industries

As part of your subscription, Roy Morgan Research will train your staff and conduct workshops to ensure that you gain the maximum benefit from the data.



KEY PERFORMANCE INDICATORS

How is your organisation faring overall in banking, wealth management and insurance markets?

SEGMENT VALUE AND PROFILES

Which are the most valuable customer segments and what are their key characteristics, attitudes and behaviours?

SHARE OF WALLET

Are you gaining or losing share of your customers’ wallets?

CHANNEL USAGE

How is channel use changing amongst your customers and the broader market?

PRODUCT CROSS-SELL

How effective are your cross-sell efforts and how does the your average number of products owned by customers compare with competitors?

PROFITABILITY

Do you know the profitability implications of servicing your target segments based on their value and cost to serve?

MERGERS AND ACQUISITIONS

What will be the effect of mergers, acquisitions and alliances in terms of customer value and cross-sell potential?

COMMUNICATIONS

Which communications and sponsorship strategies will be most effective in reaching target markets?

CUSTOMER SATISFACTION

Does your organisation’s customer satisfaction leave you vulnerable to customer defection?

BRAND

What is the strength of your brand in the financial services market?

A PROVEN TRACK RECORD

- Used by the Financial System Inquiry (Wallis Report)
- Subscribed to by Major Financial Institutions in Australia
- Data verified against the Reserve Bank of Australia
- Subscribed to by the Reserve Bank of Australia
- Referred to as a key source of information in the Financial press
- Used by Financial Analysts to evaluate Financial Institution performance
- The largest and longest running financial market survey
- Personnel have industry experience, adding to the value and application of the information

The data and analysis is proving invaluable to financial services clients to increase market share, improve retention and cross-sell effectiveness, while building brand value and overall profitability.



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