

Finance MAP

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.



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

Financial Institution relationships covered extend from Banks, Building Societies and Credit Unions, through to Insurers, Fund Managers and Adviser Groups, across all channels, from traditional to electronic.

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

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.

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 each year 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.



Understand your most profitable customers.

Comprehensive coverage:

- Accounts
- Loans
- Cards
- Superannuation
- Other Managed Investments
- Shares
- Property and Other Direct Investments
- Insurance
- Satisfaction and Switching
- Channels
- Financial Institution Awareness
- Advertising Awareness
- Financial Institution Image
- Attitudes to Finance
- Demographics
- Roy Morgan Values Segments*
- Media

Integrated Market Information:

- Segmentation
- Share of Wallet
- Types of accounts, loans, cards, investments and insurance
- Which financial institutions they are held with
- Dollar value of products held
- Number of products held
- Extent of channel usage
- Intentions
- Main Financial Institution
- Reasons for switching
- Internet



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:

- Banks
- Credit Co-operatives
- Fund Managers
- Auto Insurers
- Household & Property Insurers
- Building Societies
- Life Insurers
- Brokers
- Health Insurers
- Advisers

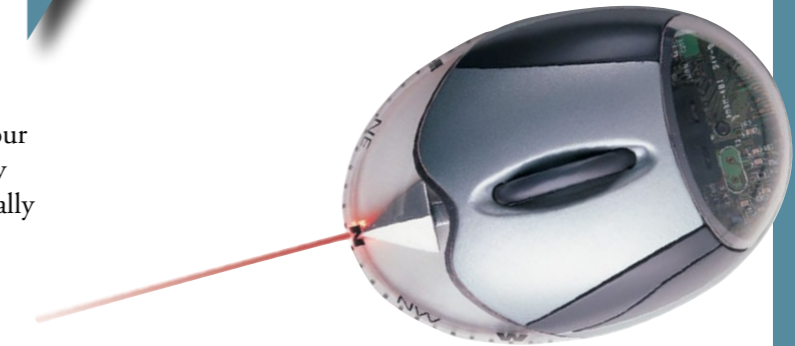


- Strategic Planning
- Marketing Strategy
- Brand Management
- Product Management
- Advertising
- Sponsorship
- Distribution
- Customer Service
- Data Warehousing
- Data Modelling & CRM



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

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.



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 Indicators

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.



Accurate answers at your fingertips.

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 among your customers and the broader market?

PRODUCT CROSS-SELL

How effective are your cross-sell efforts and how does 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?



