

A person wearing a teal suit and a brown leather watch is sitting at a dark wooden desk. They are holding a black pen and signing a document. The desk is covered with various papers, including a blue folder and a white document with a grid. A yellow rectangular overlay is positioned on the left side of the image, containing the word "BANKING" in bold black letters.

**BANKING**



# We believe in...



## Speaking the language of everyday people

- Simplicity isn't about dumbing down, it's about
- prioritizing. What's the core of your message?
- Can you communicate it with an analogy or with a top-of-mind trigger?
- Top-of-mind triggers make people frequently think about your product



## Demonstrating value

- Brands need to provide something useful to people
- Giving people something they can "try before they buy" can be a first step in building a lasting relationship



## Emotional connection

- What's in it for your targets?
- People care about themselves, not numbers or facts
- Make that connection that they care about
- This enables them to share and become
- advocates



## Stories

Stories drive action through simulation (what to do) and inspiration (the motivation to do it)

Stories are vessels. Share a story that people want to tell

# Case Study (CATI): Consumers study

## Banking



### Research objective

Understand the consumer behavior  
w.r.t. banking products and services

### Sampling plan

**Total sample** : 1 Lac

**Coverage** : Delhi, Mumbai,  
Bangalore, Kolkata, Pune,  
Hyderabad, Chennai, Surat, Vizag  
and Kanpur

### Methodology, Target Audience

#### Study was conducted through CATI

- Males and Females
- 25-45 years
- Sample spread by Age and Gender

#### Criteria:

- Working professionals - salaried individuals and entrepreneurs

# Case Study (DIs) # : Concept Testing

## Banking



### Research objective

Gauge the feedback on the concept

### Sampling plan

**Total sample :** 144

**Coverage :** Hyderabad,  
Bangalore, Chennai & Pune

### Methodology, Target Audience

#### DI – Depth Interviews were conducted

- Males: 30-45 yrs old
- MHI 30K-75K

#### Criteria:

- Self-employed- real estate, motor garage, dry cleaners, baker shop, boutique, stationary etc

# Case Study (DIs) # : Banking Services Evaluation

## Banking



### Research objective

Gauge the feedback on the banking services

### Sampling plan

**Total sample :** 20 in all

**Coverage :** Delhi NCR and Bangalore

### Methodology, Target Audience

#### DI – Depth Interviews were conducted

- Males and Females: 18-34 yrs old
- MHI 30K-75K

#### Criteria:

- Salaried Individuals

# Case Study (DIs) # : Consumer Behavior – Client Bank

## Banking



### Research objective

Understand consumer behavior  
towards banking services

### Sampling plan

**Total sample :** 20 in all

**Coverage :** Tier 1 and Tier 2 cities

### Methodology, Target Audience

#### DIs – Depth Interviews

- Males and Females
- 25-40 yrs old

#### Criteria:

- Non client bank customers

# Case Study (CAPI) # : Consumer Behavior – Mutual Funds

## Banking



### Research objective

Understand consumer behavior  
towards Mutual Funds

### Sampling plan

**Total sample :** 200

**Coverage :** Delhi NCR, Bangalore,  
Hyderabad, Mumbai, Chennai,  
Kolkata, Ahmedabad, Pune

### Methodology, Target Audience

#### CAPI – Computer Assisted Personal Interviews

- Males and Females
- Invested in Mutual Funds

#### Criteria:

- Salaried persons having more than 100 employees in the firm

# Case Study (CATI) # : CSAT – Branch and Call Center

## Banking



### Research objective

Measure customer satisfaction towards Branch and Call center services

### Sampling plan

**Total sample :** 1200

**Coverage :** Delhi , Bangalore, Hyderabad, Mumbai, Chennai, Kolkata

### Methodology, Target Audience

#### CATI – Computer Assisted Telephonic Interviews

- Males and Females

#### Criteria:

- Customers of the client bank and those visited Branch or called up the call center in the last 2 months period

# Case Study (CAPI) # : Owners Intenders Study (Credit Card)

## Banking



### Research objective

Owners and Intenders study towards Credit Card

### Sampling plan

**Total sample :** 440 ( Owners 220 and Intenders 220)

**Coverage :** Delhi , Mumbai, Jaipur, Indore, Lucknow and Bhopal

### Methodology, Target Audience

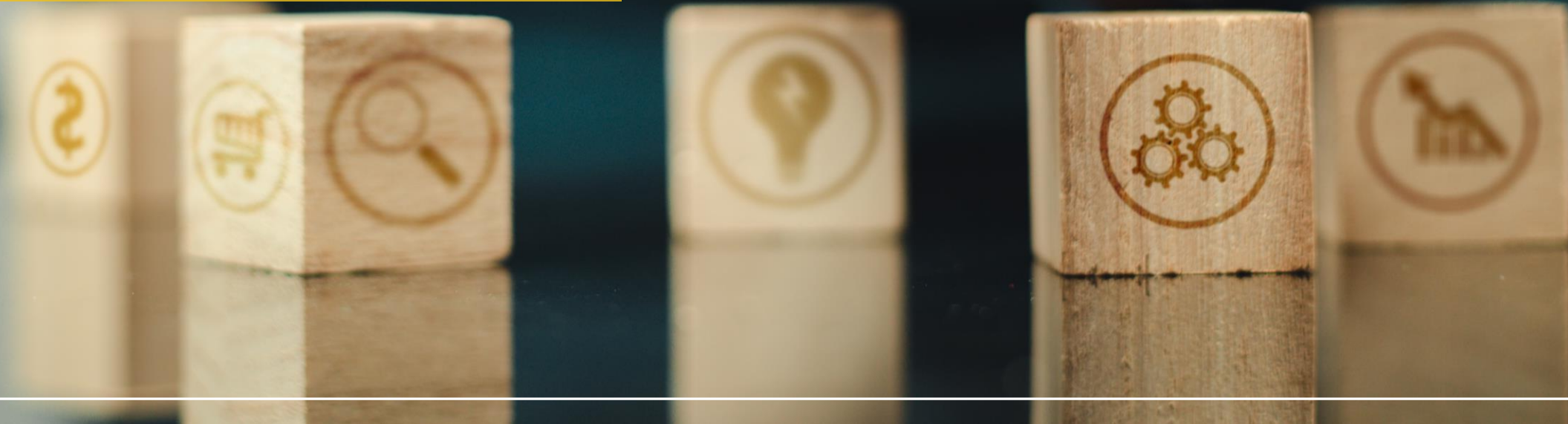
#### CAPI – Computer Assisted Personal Interviews

- Males and Females
- Age 25-30 years and 35-40 years
- Income more than INR 20,000/month
- Customer to own a debit card and being used once a month

#### Criteria:

- Intender of Credit card: Those people who are not owners of credit card recently but intend to buy in next 6 months
- Owner of Credit Card: Owners of credit card and have owned the credit card for more than 3 months

# INSURANCE



# Case Study (CAPI) # : U&A Study - Insurance

## Insurance



### Research objective

To understand Consumer Attitudes & Behaviour towards Insurance Companies

### Sampling plan

**Total sample :** 7500 Life Insurance and 5000 General Insurance

**Coverage :** Chandigarh, Ludhiana, Delhi, Sonipat, Jaipur, Udaipur, Ahmedabad, Rajkot, Mumbai, Nashik, Pune, Hyderabad, Vijaywada, Chennai, Coimbatore, Kochi, Bangalore, Mysore, Bhubhneshwar, Cuttack, Kolkata, Bardhman, Guwahti, Patna, Rachi, Indore, Bhopal, Lucknow, Dehradun, Kanpur

### Methodology, Target Audience

**Study was conducted through CAPI – Computer Assisted Personal Interviews**

- Males and Females (80% and 20% respectively)

# Case Study (CAPI) # : Consumer Study - Insurance

## Insurance



### Research objective

To understand Consumer Behaviour wrt Insurance in terms of what would be best suited policies

To understand need gaps if any

### Sampling plan

**Total sample :** 500 Life Insurance and 1250 General Insurance

**Coverage :** New Delhi, Bangalore, Mumbai, Kolkata

### Methodology, Target Audience

**Study was conducted through CAPI – Computer Assisted Personal Interviews**

- Males and Females (80% and 20% respectively)

# Case Study (CAPI) # : CSAT Study – Insurance Advisors

## Insurance



### Research objective

To measure satisfaction levels among the insurance advisors

### Sampling plan

**Total sample :** 250 in all

**Coverage :** New Delhi, Bangalore, Mumbai, Kolkata

### Methodology, Target Audience

**Study was conducted through CAPI – Computer Assisted Personal Interviews**

- Males and Females

# Case Study (CAPI) # : Ad Evaluation - Insurance

## Insurance



### Research objective

To measure the efficacy of the Ad aired on TV pertaining to the insurance product

### Sampling plan

**Total sample :** 600 in all

**Coverage :** New Delhi, Bangalore, Mumbai, Kolkata, Chennai and Hyderabad

### Methodology, Target Audience

**Study was conducted through CAPI – Computer Assisted Personal Interviews**

- Males and Females

**Criteria:**

**Salaried customers and Businessmen**

# 「Thank You」



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