CONSULSAT

SECTOR SOLUTIONS

Banking & financial services research solutions

Research across customers, employees, suppliers, media and competitors, so every decision rests on evidence.

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consulsat.co.ke

WHY RESEARCH

Trust is a bank’s most valuable asset.

Banks make decisions about branches, products, people and reputation every day. We give you evidence from every group that shapes those decisions.

01

Customers

Individuals and corporates: needs, satisfaction, loyalty, complaints and churn.

02

Your organisation

Branches, people, products, processes and policies, measured and benchmarked.

03

Suppliers

How partners and service providers see you, and how satisfied they are.

04

Media and the public

Awareness, reach, campaign effect and what is said about you.

05

Competitors and the industry

Benchmarks, trends, opportunities and digital banking behaviour.

06

Microfinance

Where needs are, which products fit, and whether schemes work.

INDUSTRY UNDERSTANDING

Know the market you compete in.

Secondary research and consulting assignments.

STUDY	WHAT IT GIVES THE BANK
Banking industry report	An industry snapshot for Sudan: competitors, products and services, recent trends, growth rates and a SWOT analysis of the industry as a whole.
New business opportunities	Consulting assignments that identify new opportunity areas within your existing business.
Advertisement recall	How far your advertising reaches, how well it is understood, and which promotional strategies reach a wider customer base.
Promotional effectiveness	The reach, uptake and effectiveness of a specific offer or promotional programme.
Competitor branch closures	When a competitor closes a branch in a location, the reasons behind it, as the public sees them.

CUSTOMERS

Understand the people you serve.

Individuals and corporates, existing and potential.

STUDY	WHAT IT GIVES THE BANK
Customer segmentation	The different customer segments, their behaviour and their psychographic profile.
Awareness and usage	What customers know about each product or service, their preferences, purchase influences and usage.
Expectations and gaps	A need-gap analysis of how far you meet customer expectations, and where the gaps are.
Satisfaction and loyalty	Periodic measurement of service quality (SERVQUAL), loyalty, Net Promoter Score and the drivers of satisfaction.

CUSTOMERS

Hear problems early, keep customers longer.

From complaints to churn to how people choose a bank.

STUDY	WHAT IT GIVES THE BANK
Complaint analysis and tracking	Complaints classified by seriousness and by subject, analysed by customer type, location and activity.
Churn analysis	Which customers are likely to close or move their accounts, and the level of risk attached to each.
Consumer behaviour	How people choose a bank, what they consider before opening an account, and their experience of opening one.
Online and mobile banking	Usage of digital channels, perceived risks, and the safety precautions customers take.
Service evaluation and concept testing	Evaluation of existing services, and testing of new services or concepts before launch.

YOUR ORGANISATION

Measure branches, brand and performance.

Organisation, departments, products, processes and policies.

STUDY	WHAT IT GIVES THE BANK
Branch and ATM feasibility	Location analysis, local market understanding, banking behaviour, customer expectations, regulation and competitor presence for a new branch or ATM.
Mystery shopping	The strengths and weaknesses of front-line staff, measured from the customer's side of the counter and the phone.
Brand image perception	How customers and non-customers see your bank, and what would improve that image.
KPI analysis and brand tracking	Branch KPIs such as revenue, loans, financial ratios and productivity, compared and tracked over time.

YOUR ORGANISATION

Understand your people, policies and CSR.

Employees, policies and corporate social responsibility.

STUDY	WHAT IT GIVES THE BANK
Employee expectations and gaps	How far the organisation meets employees' expectations, and where the gaps are.
Employee satisfaction and loyalty	Periodic measurement of job satisfaction, loyalty, Net Promoter Score and their key drivers.
Policy analysis	A review of business policies, rules, standards and practices against the current industry and economy.
CSR planning	The right areas in which to invest corporate social responsibility activities.
CSR impact evaluation	An evaluation of current CSR activities and their impact.

SUPPLIERS

See yourself through your partners' eyes.

Stationery, HR, contractors and other service providers.

STUDY	WHAT IT GIVES THE BANK
Brand image among suppliers	How your bank is perceived among the companies that serve it.
Supplier satisfaction and loyalty	Periodic measurement of satisfaction with deals, terms and payment, loyalty, Net Promoter Score and improvement areas.
Competitor comparison	How stakeholders compare your bank with competitors on key attributes.
Competitor evaluation	Competitor profiles: products and services, performance, market penetration, expansion plans and a SWOT for each.

MEDIA RESEARCH

Know what is said about you, and whether your campaigns work.

Media research and media intelligence.

STUDY	WHAT IT GIVES THE BANK
Media awareness	The media climate around your bank at a glance, to plan, run and evaluate campaigns and build relationships with your community.
Media reach	Which media reach your audiences, run after the awareness study.
Ads-Lab	Advertising built around your target segment's perceptions and media habits, so it works harder.
Media monitoring and intelligence	Continuous monitoring of news, TV, radio and agreed digital sources, organised and reviewed by analysts in the ConsulSat Console.

MICROFINANCE AND ALLIED SERVICES

Design inclusive products that work.

Microfinance, insurance and loan services.

STUDY	WHAT IT GIVES THE BANK
Microfinance opportunity mapping	Needs and locations for microfinance: women's empowerment, small business, entrepreneurship and self-help groups.
New product design	Microfinance products and services designed around people's needs, and tested.
Loan portfolio analysis	The advantages of each loan type to customers, and the returns to the bank.
Post-investment monitoring	Whether microfinance schemes reach the right people and succeed.
Feedback and satisfaction	Satisfaction among current microfinance customers.
Insurance and loan reports	The studies above, tailored to the insurance sector or to specific loan services.

COMPETITION

Benchmark against the best.

Industry benchmarks and strategic options.

STUDY	WHAT IT GIVES THE BANK
Industry benchmarking	Your bank compared with leading competitors on a defined set of parameters.
Mergers and acquisitions	Possible merger and acquisition options among banks and other financial institutions.

APPROACH

Quality control at every stage

1

Design

Experienced researchers build the questionnaire around your objective, and a second team checks it for coverage, language, flow, sensitivity and length.

2

Fieldwork

We brief field heads, supervisors and interviewers on every question, then select respondents strictly at random, with no repeated or wrong samples.

3

Quality control

The field team scrutinises every completed questionnaire and back-checks a random selection with respondents by phone or in person.

4

Analysis

Experienced data staff code and enter the responses, and analysts apply the right quantitative and qualitative methods, from segmentation to price sensitivity.

5

Insight

You receive a clear report with practical recommendations, presented and reviewed with your team. We follow ESOMAR standards and never share client information.

HOW TO START

We start with your problem, not with our platform.

1

Discovery meeting

We identify your key information needs and priorities.

2

Agree the scope

Relevant sources and monitoring priorities, set together.

3

See it for your case

A tailored demonstration on a clearly defined use case.

CONSULSAT

Turn your business challenge into an opportunity.

Tell us your objective and one of our consultants will reply with a proposed approach.

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