



Financial Services Group

“ Unlike anytime before, the financial services industry requires a greater focus on effective customer acquisition, retention and growth strategies. The industry knowledge, robust research solutions and deep consultation we provide are key ingredients that help our financial services clients address the new opportunities and challenges. ”

Neil Modi
Senior Vice President
Financials Services Group



INTERNATIONAL COMMUNICATIONS RESEARCH (ICR)

Is a full-service marketing research agency that has for over 25 years been designing and implementing solutions to complex strategic, tactical and policy issues in the U.S. and in more than 90 countries worldwide.



Our Financial Services Group evolved its market intelligence programs to address the increasingly complex payment, asset management, insurance and banking issues where the old marketing rules no longer apply. This includes addressing the needs of companies that connect with customers in new ways and meeting the changing demands of the industry through:

We offer custom marketing research services to a multitude of participants across the sector, including:

- Retail & Commercial Banking
- Payment companies
- Insurers & Reinsurers
- Brokerage & investment firms
- Retirement services
- Mortgage services
- Mortgage lenders
- Government regulatory agencies

Our financial services consultants create ways to develop powerful new solutions to help optimize market entry, expansion strategy, product positioning, & customer retention.

through:

- Product Innovation & Testing
- Market Exploration & Competitor Assessment
- User Attitudes, Behavior & Preferences
- Brand & Communications Research
- Market Estimation & Forecasting
- Customer Satisfaction & Loyalty

ICR's consultants leverage a broad range of qualitative and quantitative interviewing approaches that include:

- Regular & Cell Phone
- Web
- Focus Groups & Depth Interviews
- Ethnography
- Mall
- Onsite



ICR is a national leader in general telephone omnibus (shared cost) research. ICR's omnibus service interviews over 150,000 adults, 6,000 teenagers, 12,000 Hispanics and 6,000 small business owners and operators annually. Our research is often cited in the *New York Times*, *USA Today*, *The Wall Street Journal*, *The Washington Post*, *ABC News*, *CNN* and others.



Pioneers in Multimodal Data Collection

Nearly three decades in the research industry have taught us one dictum: Data quality starts with representative samples properly executed, while achieving the highest level of response possible. To that end, we have created the multi-mode data collection solutions - focused on applying the latest technologies and methodologies to high quality data collection - Address Based Sampling, Outbound and Inbound telephone, IVR, Digital Sound Management / full interview recording, mailing, and web-based interviewing, all utilized in combination to achieve quality results.

Our Difference

Category Leader: ICR is ranked as 26 among the top-50 market research firms in the U.S.

Complete Market Intelligence System: We offer a range of solutions from qualitative to quantitative, from ad-hoc to tracking, from industry to sub-category specialty, and from user to database driven insights.

Expertise: Our consultants consist of a group of highly skilled category professionals from econometricians, academicians, marketers, media specialists and research experts. We take a strategic, yet practical orientation toward study guidance and design, results interpretation, in-person workshops, and presentations.

In-Market Performance: We are committed to working closely with our clients and their stakeholders to the ongoing process of supporting strategy and assessment of ROI.

Cost: Our solutions are built to deliver cost effective insights to our clients. Our custom, syndicated and omnibus approaches, along with integration of third party and proprietary information provides our clients with cost effective market intelligence alternatives.

MORE ABOUT US

ICR is a subsidiary of AUS, Inc. Since its inception over 40 years ago, AUS has anticipated, witnessed, and provided consulting services to address a broad range of businesses across multiple industries. As a result, AUS has grown to include ICR, Social Science Research Solutions (SSRS), Marketing Systems Group (MSG), Survey Technology & Research Center (STR), Centris, AUS Consultants, and RoyaltySource®. Together, these AUS operating companies provide exceptional consulting and market research solutions to clients throughout the United States and internationally.

We utilize numerous approaches to gather insights and in interviewing hard to reach audiences unique to the financial services sector:

- **Retail Consumers, including:**
 - Affluent
 - Sub and near-prime
 - Small business
- **Commercial Clients**
- **Financial intermediaries, including brokers and producers**
- **Benefits administrators**
- **Business decision makers**

We specialize in both B2B and B2C interviewing. Forty percent of our over 200 interviewers are specially trained to interview executive decision makers, middle management, owners and a wide range of professionals.

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