

## ICBA Consumer Studies

Setup costs covered with your ICBA Membership

### Transaction Based Studies

- Loan / Mortgage
- New Account
- Online / Mobile Banking
- Teller
- Closed Account / Retention
- ATM / ITM
- Contact / Chat Center
- Fraud Resolution
- Insurance / Investments

### Relationship Studies

- General Customer Pulse
- Wealth Relationship
- Insurance Relationship



76% of bank customers say they expect to hear from you at least once every 6 months.

**Focus on the Important**

