

# Ultimate Competitive Marketing Metrics™

## Banking

"BUILT BY MARKETERS FOR MARKETERS™."



### Key benefits...

- Track your position and progress against other financial institutions and drive competitive marketing strategy (incorporates banks and credit unions, all in one)
- Overcomes the inherent weakness in single measures by incorporating multiple marketing metrics in the one survey (satisfaction, loyalty, brand and purchase drivers) to make more informed marketing decisions
- Obtain your key marketing metrics, and those of your competitors at a fraction of the cost of commissioning stand-alone research
- Know what customers and non-customers think of your brand across crucial measures of satisfaction and brand metrics for the banking industry
- Robust information to use in your internal marketing to align staff culture and member services with your brand
- Replace your existing stand-alone research to reduce your research costs

### Robust competitive marketing metrics – critical to future marketing performance

Financial services marketers have more accountability than ever for their marketing spend and the results they achieve. There is a greater need than ever to track marketing results and demonstrate a return on investment for the business. But at the same time, budgets are tight and are impacting on what research and metrics can be obtained to support marketing decision-making and to justify marketing spend to boards.

There are more competitors and increasing levels of marketing sophistication and capability across the board. Being able to out-perform competitors is simply getting tougher. Marketers must be able to fully understand and track the key drivers of purchase behaviour and how this is impacted by their brand, marketing and customer service, and how this compares to their competitors.

### The problem with marketing metrics

What are the main commercial problems with obtaining quality marketing and brand research?

#### ■ No competitive information

Most marketers obtain metrics about their business but not their competitors. Knowing how the market views your competitors on key brand, satisfaction and purchase driver metrics is critical to superior marketing strategy and tactics.

*"Know thy self, know thy enemy.  
A thousand battles, a thousand  
victories."*

*Sun Tzu*

■ **Multiple metrics are required**

No one, single metric can give you reliable information for business decisions. It is the combination of the right metrics and understanding the correlations between them that provides the highest quality information to act on.

■ **Expense**

Stand alone research is expensive and time consuming to co-ordinate and obtain. The expense of obtaining competitor information across a range of targeted metrics is prohibitive.

*...but without them:*

- **You are flying blind to your competition.**
- **You are spending more money on research than you need to.**
- **You will find it difficult to identify the best marketing strategy and justify the investment required to your Board.**

## Ultimate Competitive Marketing Metrics™

Ultimate Competitive Marketing Metrics™ has been built by marketers for marketers and is a breakthrough in marketing metric research that provides key decision-making marketing metrics on **both your company and your competitors.** All at a lower cost than you would incur to obtain only a few metrics on your company alone.

### Customer Metrics

- **Advocacy Score** – measures the loyalty and advocacy of your and your competitors' customers.
- **Satisfaction** – establishes the level of satisfaction of your and your competitors' customers.
- **Commitment** – determines the forward purchase intention of your and your competitors'

Metric	Measures	Strengths	Weaknesses in isolation
Advocacy Score (Also known as NPS)	Loyalty and advocacy	<ul style="list-style-type: none"> <li>• Used to predict future company growth</li> <li>• Simple</li> <li>• Readily benchmarked</li> <li>• Early indicator of changes in customer actions</li> </ul>	<ul style="list-style-type: none"> <li>• Scale can be too arbitrary</li> <li>• Measures attitude rather than intention</li> <li>• High error margins</li> <li>• Does not provide actionable insights</li> <li>• Advocacy may not carry as much weight in low-involvement categories</li> </ul>
Satisfaction	Satisfaction	<ul style="list-style-type: none"> <li>• Predicts customer retention</li> <li>• Traditional and well established measure highly accepted by marketers and management</li> <li>• Easy to understand</li> <li>• Shows drivers of satisfaction and dissatisfaction</li> </ul>	<ul style="list-style-type: none"> <li>• Difficult to benchmark</li> <li>• Satisfied customers do not imply or mean loyal customers</li> <li>• Does not tell you whether competitors are better or worse at satisfying their customers (is a score of 80% that good if all competitors are at 90%?)</li> </ul>
Commitment	Purchase intent	<ul style="list-style-type: none"> <li>• Predictor of customer loss or market movement</li> <li>• Stable indicator for low-involvement and high-involvement categories</li> <li>• Facilitates internal planning for churn and growth</li> </ul>	<ul style="list-style-type: none"> <li>• Does not provide actionable insights</li> <li>• Does not indicate whether customers are content to remain with the company – may be a high level of inertia</li> <li>• Does not show the threshold of satisfaction levels where customers will leave or churn</li> </ul>

Results are correlated in the one survey at one point in time and reported to you by geographic and demographic variables.

## Brand Metrics

- **Brand Awareness** – ascertains the level of awareness of your and your competitors' brands.
- **Brand Favourability** – identifies the target market's favourability towards & affiliation with your brand and your competitors.
- **Purchase Drivers** – determines the key purchase drivers of your target market and how you and your competitors perform against these drivers.

- **Key Product Share** - home loans, investment loans, car loans, personal loans, credit cards, transaction accounts and term deposits
- **Brand Equity** - determines what customers and the market believe your brand and other brands actually are – guides your brand strategy
- **Brand Utility** - determines how your brand utility (hygiene factors) compares to other brands (e.g. perceptions of fees, call centre and website)

Metric	Measures	Strengths	Weaknesses in isolation
Brand Awareness	Awareness	<ul style="list-style-type: none"> <li>• Simple</li> <li>• As the building block of brand, any problems must be addressed first</li> </ul>	<ul style="list-style-type: none"> <li>• Awareness is not a measure of favourability or purchase intent</li> </ul>
Brand Favourability	Evoked set	<ul style="list-style-type: none"> <li>• A stronger indicator of brand preference</li> <li>• A more robust predictor of purchase intent</li> </ul>	<ul style="list-style-type: none"> <li>• Favourability may only be localised in customer segments.</li> </ul>
Purchase Drivers	Key drivers of purchase behaviour	<ul style="list-style-type: none"> <li>• Zeros in on final decision</li> <li>• Helps drive positioning and value proposition development</li> </ul>	<ul style="list-style-type: none"> <li>• Difficult to compare to other competitors, no independent measure</li> </ul>
Key Product Share	Relative share of key products	n/a	n/a
Brand Equity	Brand Equity	n/a	n/a
Brand Utility	Brand hygiene factors	n/a	n/a

*Results are correlated in the one survey at one point in time and reported to you by geographic and demographic variables.*

## The combination of metrics is the key

By combining these key marketing metrics in the one survey at one point in time, financial institutions overcome the inherent weaknesses in individual metrics and have far more robust information to make marketing, branding and communications decisions on. The added dimension of being able to benchmark against other financial institutions using robust views from the market, and track progress against these Competitors, provides a significant competitive advantage to members of this syndicated study.

## Highly cost efficient

Stand alone research to obtain all of these metrics would cost between \$50,000 and \$80,000. Financial services brands can obtain highly robust information on both themselves and their competitors for under half the cost of doing it alone.

## Survey details

- Annual waves to track progress and competitors
- Simple random sample via CATI survey using client customer lists where relevant

- Customised report and optional presentation for each wave – reporting by competitor, state and demographics
- Ability to leverage to the survey to reduce other research costs

## Leverage the survey to increase reliability and reduce costs

Talk to us about leveraging this survey for any additional research requirements you may have. Your brand may not have presence nationally or is localised within one particular segment; we would be more than happy to add your customer base to the random population that we contact to ensure that you have a robust sample and your customers are heard every time.

You can also tack-on more specific questions relating to your brand at an incremental cost as a highly cost effective way to obtain other information on your customer base and the market.

We would also be able to conduct further research, based on the findings of this report, either qualitatively (through interviews, mystery shopping, focus groups) or quantitatively. This way, you can allocate more of your marketing budget to drilling down to specifics about your brand.

## About newfocus

The program has been built by marketers for marketers. It has been designed by Bruce Stafford. Bruce has 15 years hands-on experience in financial services marketing and branding. This practical experience delivers marketing metrics that are highly practical and effective in managing marketing strategy. newfocus manages all aspects of the delivery of the Ultimate Competitor Marketing Metrics™ program from survey design and interviews through to statistical analysis and report generation. newfocus has built a 17 year reputation on providing high quality pragmatic strategic research and advice for both commercial and government clients across a broad range of industries.

Having worked with major financial institutions such as Citibank, AMP, CBA, Westpac, Savings and Loans Credit Union, among others, newfocus has extensive expertise in the financial services sector. newfocus has compiled over three years of Advocacy and satisfaction information from various organisations, including financial sectors to enable solid benchmarking and calculated level of best practice performance so you can compare your results to the leaders in the financial sector.

With well over 50,000 interviews conducted for financial sector clients over 17 years, we have the inherent know-how that only comes from years of experience. Not to mention the fact that we are currently conducting research for many of Australia's leading financial institutions.

### Ultimate Competitive Marketing Metrics membership

All metrics below are included in your membership and are obtained in the one survey taken at one point in time for more robust results.

#### Customer Metrics

Satisfaction

Commitment

Advocacy Score

#### Brand Metrics

Brand Awareness

Brand Favourability

Key Products Share

Purchase Drivers

Brand Equity

Brand Utility

#### Optional Extra: Tack-on questions

Choose to tack-on brand-specific questions at an incremental cost (a highly cost effective way to survey your customers and the market).

### More Information

Please note that the Ultimate Competitive Marketing Metrics is a membership-based program. Only members can access the information and membership is limited to a certain number of financial services brands. Please refer to the Annual Membership Form for details.

For more information about membership, please contact us using the information below. Should you wish to meet with us, we can present you with sample reports so you can see how your brand will be competitively positioned against competitor brands.



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