

# Listen Closely...

Your Customers Are Talking



Avannis is the ICBA partner that provides *direct customer feedback* (and employee climate and market research) for banks. With ICBA membership, there are 35 studies available for use with \$0 setup cost, no minimums, and no contracts. As an ICBA member, for \$0, you also get benchmarks on about 8 questions for each of the surveys that are available nowhere else. *This benefit allows you to remain a competitive edge as you listen to your customer voice consistently (catch attrition risks, uncover sales opportunities, resolve service issues, make informed investments/decisions).*

**You get to select where you'd like data from...** Maybe you want to know share of wallet amongst current customers and their likelihood to recommend you. Maybe you want to hear about the experience of utilizing your online banking platform. Maybe you want to understand whether your tellers are upselling as you've trained them, AND you're curious if your customers appreciate/tolerate it. Continue getting feedback after new accounts are opened. At any given time, you may use 1 study, or you may use all 35 to gather the customer insight you need.

**You then select how you'd like the data collected...** Maybe you want to use a custom branded email invitation to an online survey that looks like it came from your bank directly. Maybe you prefer to text your 18-30 demographic. Maybe you want to use our high-end "Just a Conversation" phone call (not a call center) to get rich data after a lengthy loan process. Include one method, or include 8 methods in your customer experience program—up to you, since we offer ALL methods.

**You build a basic, public info transaction report from your core, and Avannis does the rest.** The report will be delivered to Avannis securely, and usually, on an automated cadence. You may opt for a core integration in the future. You sit back and wait for daily reports to be delivered to your front line team, and view aggregated online reporting with industry benchmarking. AVANNIS ONLY BANKS/CUs.

**You pay per complete. No Contracts. \$0 Setup with ICBA.** Each way we can communicate with your customers has a different price point. You pay for the number you order. The cost per complete goes down as volumes increase. You can gather feedback on ANY budget.

[www.avannis.com/listen](http://www.avannis.com/listen) [www.avannis.com](http://www.avannis.com)

