

2017

What's included:

- Custom-branded online surveys
- Feedback from 100 of your millennials
- Daily reports after every complete
- Aggregated reports/analysis
- Industry benchmarking

Benefits of using the GIFT:

- Catch attrition risks
- Uncover repurchase opportunities
- Direct your marketing/service strategy
- Understand their likelihood to refer
- Learn products/technology they want
- Confirm preferred communication methods

12 other studies available with membership:

- New Account, Teller, Loan, Contact Center, Online Banking, Mobile Banking, Closed Account, Insurance, Investment, Website
- Hear from your customers after ANY transaction!

For more information:

<https://www.avannis.com/icba>

click the link to see a short video about your gift

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Providing Millennial Feedback

Your millennial voice is unique to your market. ICBA is invested in helping you build new and continuing relationships with your younger demographic. The ICBA Gift given to new members includes 100 completed surveys of your bank's millennial customers (\$2500 value).

How the gift works.....

The custom branded surveys, conducted by Avannis, LLC, will be completed by your bank's customers online or on their smart phone. Survey invitations are sent via an email that appears to have come from your bank president's desk. The short email that assures them their bank cares about their customer experience, and will be branded to match your company website. The email will contain a unique link so the customer never enters information about themselves, but Avannis knows exactly who they are for reporting purposes.

Answering Questions



\$2500
Value

The goal of this gift valued at \$2500 is to help you answer the following questions:

- ✓ What's important to our customers?
- ✓ What will make them stay and refer?
- ✓ Who has upselling potential?
- ✓ Why do they leave, and where are they going?
- ✓ What do they like and dislike about us?
- ✓ Where are our service strengths/weaknesses?
- ✓ What's our Net Promoter Score?
- ✓ What should we invest in?

Sign your ICBA membership today, and then reach out to Avannis to claim your gift!