

FOCUS GROUPS

ABOUT FOCUS GROUPS

In order to provide the best mix of products and services for your members, you must understand their values, motivations, goals, and behavior with respect to their financial lives. And how do you get that understanding? You ask them.

Focus groups allow you to:

- Understand what stimulates, as well as hinders, change among your members
- Discover how different groups (Millennials, for example) perceive your brand
- Investigate attitudes toward technology, potential products, or delivery channels
- Obtain potential solutions to current problems at your credit union
- Inform decision-making, strategic planning, and resource allocation

HOW IT WORKS

Focus groups normally consist of 8 - 10 participants and last approximately 90 minutes. Typically, we will conduct your focus groups onsite at your credit union, although other venues may be used. Participants are served snacks and paid a monetary incentive for their time.

The focus groups are led by trained Cornerstone Research staff, who understand group dynamics and know how to engage and obtain the most valuable feedback from participants. We design the focus group discussion guide in close consultation with your credit union. A written report of the focus group findings will be delivered to you within three weeks after your group(s) have been conducted.



FOR MORE INFORMATION AND PRICING, CONTACT:

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