




CUSTOMER RESEARCH – POST CRISIS

Research objective 	<p>To understand the impact of the crisis on customers and get guidance on redesigning/refining the existing products and services. It is recommended to conduct research both on existing customers as well as on potential new customer segments.</p>
Methodology 	<p>The research should comprise qualitative client discussions (focus groups, interviews with individuals) as well as analysis on any customer data the institution has (e.g. product usage).</p>
Sample 	<p>It is advisable to cover different segments of the customers, e.g. age groups, income levels, products used, occupations, geographies (rural, urban, capital, non-capital). You can cover some or all of the existing segmentations that you generally use for analysis. It is advisable to include 25-50 respondents from each of the segments.</p>
<p style="text-align: center;">--- Discussion Guidelines ---</p>	
Section 1 - Introduction	<p>The interviewee should clearly explain the objective of the discussion and approximately how much time is it going to take.</p>
Section 2 - Impact of crisis on the respondent	<p>If personal,</p> <ul style="list-style-type: none"> ▪ How has the crisis affected you (e.g. your income)? ▪ How did you survive through the crisis (e.g. using your savings, liquidating your investments)? ▪ Are you going to change the way you manage your finances? If yes, how? <p>If a business,</p> <ul style="list-style-type: none"> ▪ How has the crisis affected your business? ▪ How much time do you think it will take to recover and come back to normal for your business? ▪ Do you see any new opportunities? ▪ Are you going to change the way you manage your business finances in any way? if yes, how?
Section 3 - Feedback on service during the crisis	<ul style="list-style-type: none"> ▪ Were you able to access our services during the crisis period? Please explain any challenges you faced while accessing our services, if any. ▪ Which channel did you use most during the crisis? ▪ What did you like/dislike most about our services during the crisis?
Section 4 - Products and services for future	<ul style="list-style-type: none"> ▪ How do you think we should improve our products and services post crisis? ▪ Do you need any change/modification in the products/services that you use? If so, what exactly?