



OPTIMISA research
inspired intelligence

Informing development of communication tools designed to increase consideration of switching among PCA and SME customers

TECHNICAL REPORT

Commissioned by:

Competition and Markets Authority

Authors:

Optimisa Research

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www.optimisaresearch.com



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1 Introduction

This technical report accompanies the full report from a qualitative research study commissioned by the CMA to inform the development of communication tools designed to increase consideration of switching among PCA and SME customers. The research was conducted amongst consumers and SME's and sought to explore inform the development of the remedies proposed by CMA to increase customer engagement within the retail banking market. This technical report is designed to provide the full technical details of the project.

2 Methodological Overview

2.1 Approach overview

A qualitative approach was adopted and specifically for Remedy 1 this involved an iterative process comprising 3 phases. A detailed explanation of each stage is described below.

2.1.1 Remedy 1 - Overview

A 3 stage approach was adopted as shown below:

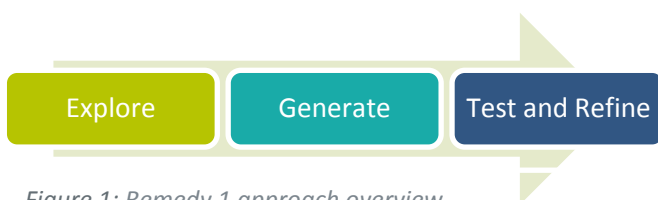


Figure 1: Remedy 1 approach overview

‘Explore’

The initial **Explore** stage involved groups and depths amongst audiences who had experienced specific trigger points under consideration. This stage sought to:

- explore attitudes towards identified trigger points as appropriate times for being prompted to consider switching
- identify any other trigger points that may exist and also to obtain feedback to both the idea of being prompted to consider switching
- explore attitudes to the idea of being prompted as well as by whom, how often, by what channel
- gain feedback on high level ideas for content for switching prompts.

A combination of **6 focus groups** and **20 face to face depths** was conducted as follows:

Focus groups	Total	Consumers	SMEs
Recent graduates	1	1	-
Heavy overdraft users	1	1	-
PCA holders, non-rejecters of switching, 21-44	1	1	-
PCA holders, non-rejecters of switching, 45+	1	1	-
SMEs, non-rejecters of switching, under £2m turnover	1	-	1
SMEs, non-rejecters of switching, £2-£6.5m turnover	1	-	1
Total focus groups	6	4	2

Figure 2: Remedy 1 - Explore Stage: Focus group sample frame

Depth Interviews	Total	Consumers	SMEs
Those who had made a formal complaint	8	4	4
Heavy overdraft users	2	2	-
Branch closure	4	2	2
End of free banking period	4	-	4
Currently using a PCA, but likely to open a BCA in the next 12 months	2	-	2
Total depth interviews	20	8	12

Figure 3: Remedy 1 - Explore Stage: Focus group sample

Focus groups lasted 90 minutes and depth interviews 60 minutes. Fieldwork took place between the **12th** and **19th November** in Bury, Leeds, Birmingham, London, Staines, Rural Cambridgeshire, Whitstable and Cardiff.

‘Generate’

This stage comprised a workshop with the CMA team to discuss and agree which trigger points were valid in terms of testing communications. This was followed by the generation of concept communications materials to test for each of the agreed trigger points. A range of potential prompts for the different triggers were developed across a variety of channels including email, letter, online banking notifications and mobile banking app notifications. For each trigger point, four different messaging approaches were developed.

‘Test and Refine’

The Test and Refine stage comprised a series of face to face depth interviews in which reactions to the communications materials developed in the Generate phase were tested. Interviews focused on the trigger points that emerged from the Explore stage as the more valid opportunities to communicate switching prompts.

A total of 24 depth interviews amongst consumers and SMEs were conducted as detailed below:

Depth interviews	Total	Consumers	SMEs
Pending branch closure	7	3	4
Regular, heavy overdraft users	6	6	-
Recent graduates	3	3	-
End of free banking period	4	-	4
Significant change to Ts and Cs	4	-	4
Total depth interviews	24	12	12

Figure 4: Remedy 1 – Test and Refine Stage: Depth sample frame

Fieldwork was conducted between the **10th and 30th December** in Feltham, Staines, Leeds, London, Manchester, Birmingham and Cardiff.

2.1.2 Remedies 3, 5 & 7 - Overview

The focus of this stream of research was to:

- Explore attitudes to and usage of comparison websites
- Gain reactions to a range of online comparison tool concepts
- Obtain additional feedback on Remedies 5 and 7

A series of **20 depth interviews** were conducted amongst both consumers and SMEs as below:

Depth interviews	Total	Consumers	SMEs
Regular credit balance	3	3	-
High credit balance	4	4	-
OD users	3	3	-
SME Customers, under 2m turnover	5	-	5
SME Customers, 2.5 – 6m turnover	5	-	5
Total depth interviews	20	10	10

Figure 5: Remedy 3 – Test and Refine Stage: Depth sample frame

Interviews lasted 75 minutes and fieldwork was conducted between the **1st and 9th December** in Birmingham, Bury, Leeds, London, Twickenham and Whitstable.

Further detailed sample definitions and recruitment materials for all stages can be found later in this report.

2.1.3 Limitations of Research

The CMA commissioned Optimisa Research to conduct qualitative research amongst both PCA and BCA holders to obtain customer feedback on a specific set of remedies that aimed to increase customer engagement. These interviews were with a limited number of people and the researchers tried to identify and understand as broad a range of experiences and views as possible. Because of the nature and size of the sub-samples, one cannot reliably assess how widely such views are held and the findings cannot be generalised to the whole of the individual target audience populations, or to all PCA and BCA holders.

2.2 General Criteria

This section includes details on the defining criteria used to select participants to take part in this research. The following sample criteria were specified, quotas were defined before recruitment to achieve this sample, and quotas were monitored during recruitment to ensure the respondents recruited were as per the specification.

Type of audience

Two key audiences were identified as the focus for this research; consumers and SME's;

Consumers



Consumers were defined as those who have a current account for their personal banking needs. The sample included a mix of ages, life stages, and a mix of social grades (ABC1 and C2DE).

SME



The SME respondents included a mix of business types and sectors/industries and mix of time in operation. It also included a mix of annual turnover levels (Under £2 million turnover and between £2-6.5 million turnover), and no. of employees.

Across all stages, respondents were recruited on the basis that they were current account holders and decision makers regarding switching their accounts. All those recruited were at least open to the idea of switching accounts, and none had switched

in the last 2 years. Quotas were also set to ensure the sample included a mix of current account providers, a mix of channels used for banking (online versus offline) and among SME a mix of different payment methods used (i.e. standing orders, direct debits, cheques, cash etc.)

In addition across the study respondents were recruited so as to be 'non-rejecter's of switching their PCA or BCA. This was defined as being open to consider switching your main account provider, and all those who stated they wouldn't consider switching were excluded from the research.

2.3 Recruitment

In each section we have outlined how respondents were recruited in order to meet the sample criteria. This includes the full screening questionnaire with all of the questions and instructions for recruit.

Specialist qualitative recruiters with particular expertise in financial services recruitment were deployed to find suitable participants to take part in the research in the selected locations. Using a combination of knowledge of the local area and a mix of face to face and telephone methods, recruiters were able to target consumers for this research.

People working in marketing/market research, advertising, journalism or financial services, as well as those who had taken part in either a lot of or very recent market research were excluded from the research on the basis that their responses were likely to be influenced by their knowledge and experience.

2.4 Key Criteria- Remedy 1 Explore Stage

A combination of focus groups (5-6 respondents) and face to face individual in-depth interviews were carried out amongst audiences. The groups were 90 minutes long, and the depths were 60 minutes long As well, as mainstream groups of non-rejectors, a number of respondents who had experienced the specific trigger points were also recruited and these were defined as shown below:

Trigger	Definition
Recent Graduates	<ul style="list-style-type: none"> • All to be aged under 25 • All to have a graduate account (opened up a student account when they went to University) • All to have recently graduated from University (undergraduate degree) i.e. in the last 3 years • None to still be in full-time education • Mix of earning levels (Under £20k, £20 - £30k, £30k+) • Mix of living arrangements (with parents, shared accommodation, alone or with partner)
Regular, heavy overdraft users	<ul style="list-style-type: none"> • All to go into an overdraft most months of the year (9 months+) • Mix of those who use an agreed overdraft facility and those who use an unauthorised overdraft facility <ul style="list-style-type: none"> • At least half to incur additional charges by going into an unauthorised overdraft • All to often go over £500 into their overdraft • Exclude those with student or graduate accounts
Formal complaint	<ul style="list-style-type: none"> • All to have made a 'formal' complaint to their main current account provider in the last 12 months • Mix of those who feel that the problem has been resolved vs. hasn't been resolved <ul style="list-style-type: none"> ○ None to have been resolved within 48 hours • All to still be dissatisfied with the service they receive from their bank • Mix of channels used to complain (letter, phone, email)
Branch closure	<ul style="list-style-type: none"> • All to have had their local branch close in the last 12 months

	<ul style="list-style-type: none"> • All to be regular branch users i.e. tend to visit the branch at least once per month • All to have been inconvenienced by the branch closure • All to live in an area where other banks have branches nearby
End of free banking period	<ul style="list-style-type: none"> • All to be coming to the end of their free banking period in the next 6 months (mix of next 3 – 6 months, 1 – 3 months, 1 month) • All to be newer businesses i.e. their current BCA was their first business banking account
Currently using a PCA, but likely to open a BCA in the next 12 months	<ul style="list-style-type: none"> • All to be sole traders • All to currently use their personal account as a business account • All to be likely to open a business account in the next 12 months

Figure 6: Remedy 1 - Explore Stage: Trigger definitions

The research was conducted across seven regions in urban and rural locations in order to allow us to explore regional perspectives.



- North West (Bury)
- North East (Leeds)
- Midlands (Birmingham)
- London (Egham & Staines)
- Rural Cambridge (Ely)
- South East (Whitstable)
- Wales (Cardiff)

Figure 7: Remedy 1 - Explore Stage: Research locations

The focus groups were conducted in the North West (Bury), Midlands (Birmingham) and in central London. The table below shows how the depth sample was spread across the location referenced above;

	Total	Consumers	SMEs	Wales	London	North West	Midlands	Rural Cambridge	South East	North East
Formal complaint	8	4	4	1	1	1	1	1	1	2
Regular, heavy overdraft users	2	2	-	-	-	-	-	-	2	-
Branch closure	4	2	2	1	-	1	-	1	-	1
End of free banking period	4	-	4	1	1	1	1	-	-	-
Currently using a PCA, but likely to open a BCA in the next 12 months	2	-	2	-	1	-	1	-	-	-
Total depth interviews	20	8	12	3	3	3	3	2	3	3

Figure 8: Remedy 1 - Explore Stage: Depth interview sample

2.5 Key Criteria- Remedy 1 Test and Refine Stage

A series of face to face individual in-depth interviews (60 minutes in length) were carried out which focused on the trigger points that emerged from the Explore stage as the more valid opportunities to communicate switching prompts. The table shows the refined trigger definitions used for this stage of the research.

Audience	Definition
Pending branch closure	<ul style="list-style-type: none"> All to have been told their local branch is closing in the next 6 months All to be regular branch users i.e. tend to go to the branch at least once per month All to have been inconvenienced by the branch closure i.e. now have to travel out of the way to reach their nearest branch All to live in an area where other banks have branches nearby
Regular, heavy overdraft users	<ul style="list-style-type: none"> All to go into an overdraft most months of the year (9 months+)

	<ul style="list-style-type: none"> • All to often go over £500's into their overdraft • All to pay at least £5 a month for their overdraft facilities • Half have incurred additional charges due to going over their overdraft limit in the last 3 months • Exclude those with student or graduate accounts
Recent graduates	<ul style="list-style-type: none"> • All to be aged under 25 • All to have a graduate account (opened up a student account when they went to University) <ul style="list-style-type: none"> ○ All to still use this account as their main account ○ All to still use the free overdraft on their account ○ All to be coming up to the end of the free overdraft period (in the next 12 months) • At least 2 to have had a youth bank account before attending University • All to have graduated from University in the last 3 years • None to still be in full-time education • Mix of earning levels
Free banking period ending	<ul style="list-style-type: none"> • All to be coming to the end of their free banking period in the next 6 months • All to be newer businesses i.e. their current BCA was their first business banking account
Significant changes to T&Cs	<ul style="list-style-type: none"> • All to have had their bank make major changes to their banking arrangements over the last 12 months (which have had an impact on their business). These could include; <ul style="list-style-type: none"> ○ Changes in lending terms on either an overdraft or loan ○ Reduction in the overdraft facility provided ○ Increases in their banking charges

Figure 9: Remedy 1 - Test & Refine stage: Trigger definitions

The research was conducted across the five regions in urban and rural locations in order to allow us to explore regional perspectives.



- Wales- Cardiff
- Midlands- Birmingham, Sutton Coldfield & Tamworth
- North West- Manchester
- North East- Leeds
- South East – Feltham, Staines and Fleet

Figure 10: Remedy 1 - Test & Refine stage: Research locations

The table below shows how the depth sample was spread across these locations;

	Total	Consumers	SMEs	Wales	South East	North West	Midlands	North East
Pending branch closure	7	3	4	1	1	2	1	2
Regular, heavy overdraft users	6	6	-	1	2	-	2	1
Recent graduates	3	3	-	-	1	1	-	1
End of free banking period	4	-	4	-	1	1	1	1
Significant change to Ts and Cs	4	-	4	-	2	1	-	1
Total depth interviews	24	12	12	2	7	5	4	6

Figure 11: Remedy 1 - Test & Refine stage: Depth interview detailed location breakdown

2.6 Key Criteria- Remedy 3 Test and Refine Stage

A series of 20 depth interviews were conducted amongst both consumers and SME's, all were 75 minutes in length. All were to manage their main PCA or BCA online or via an app, are open to considering switching their current account provider, and are open to considering sharing their personal data with a third party supplier online to get a better deal.

Audience		Definition
Consumer depths	Regular credit balance	<ul style="list-style-type: none"> Min. 3 x Regular credit balance (tend to have a small amount of money left in their account at the end of each month – £1-£2000)
	High credit balance	<ul style="list-style-type: none"> Min. 3 x High credit balance (tend to use their current account for savings and therefore have a large amount of money left in their account at the end of each month - £2000+)
	OD users	<ul style="list-style-type: none"> Min. 3 x Overdraft users (tend to be in their overdraft at the end of each month)
SME depths	SME Customers, under 2m turnover	<ul style="list-style-type: none"> 5 x business's turnover per year approximately under £2million
	SME Customers, 2.5 – 6m turnover	<ul style="list-style-type: none"> 5 x business's turnover per year approximately £2-6.5 million

Figure 12: Remedy 3: Sample definitions

The research was conducted across the four regions in urban and rural locations in order to allow us to explore regional perspectives.



Figure 13: Remedy 3: Research locations

The table below shows how the depth sample was spread across these locations;

	Total	Consumers	SMEs	London	South East	North West	Midlands	North East
Regular credit balance	3	3	-	1	-	1	1	-
High credit balance	4	6	-	2	1	-	1	-
OD users	3	3	-	1	1	-	1	-
SME Customers, under 2m turnover	5	-	5	-	1	1	1	2
SME Customers, 2.5 – 6m turnover	5	-	5	1	1	1	-	2
Total depth interviews	20	10	10	5	4	3	4	4

Figure 14: Remedy 3 - Test & Refine stage: Depth interview detailed location breakdown

3 Appendix

A. Remedy 1- Explore Stage

3.1 Recruitment materials

3.1.1 SME Depths Screener

INTRODUCTION Good morning/afternoon/evening, my name is from Optimisa Research. We are conducting some research exploring people's business banking experiences. We are conducting some focus groups and depth interviews to explore attitudes towards current accounts and we would like to get your views. This would involve attending a focus group lasting 90 minutes/ depth interview lasting 60 minutes.		
Q1 Would you be interested in taking part? <div style="text-align: right;"> Yes ----- No </div>	(S) 1 ----- 2	Q2a ----- T&C
I'd like to ask you a few questions to make sure that we are speaking to the right people if that's OK? So firstly...		
Q2a Can I just check if you or any members of your family or friends work or have ever worked in any of the following industries? <div style="text-align: right;"> Marketing Market Research Journalism Financial services (banks, building societies, insurance companies etc.) Financial advisers Any regulatory bodies (e.g. FCA, CMA, Bacs, Payments UK etc.) ----- None of these </div>	(M) 1 2 3 4 5 6 ----- 7	T&C Q2b
T&C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM NOT ALLOWED TO INTERVIEW ANYONE WHO WORKS IN THAT PARTICULAR INDUSTRY		

Q2b And have you attended any discussions/interviews for the purpose of market research during the past 6 months? <div style="text-align: right;"> Yes ----- </div>	(S) 1 -----	T&C -----
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		No	2	Q2c
<p>T&C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM NOT ALLOWED TO INTERVIEW ANYONE WHO HAS ATTENDED ANY DISCUSSIONS FOR THE PURPOSE OF RESEARCH DURING THE PAST 6 MONTHS</p>				
Q2c	How many group discussions/interviews for the purpose of market research have you ever attended?		None (S) 1 1 2 2 3 3 ----- 4 More than 3 ----- 5	Q2d ----- T&C
<p>T&C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM NOT ALLOWED TO INTERVIEW ANYONE WHO HAS ATTENDED MORE THAN 3 GROUP DISCUSSIONS/ INTERVIEWS FOR THE PURPOSE OF RESEARCH</p>				
Q2d	Have you ever attended a group discussion or interview on the subject of business bank accounts?		Yes (S) ----- 1 No ----- 2	T&C - ----- Q3a
<p>T&C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM NOT ALLOWED TO INTERVIEW ANYONE WHO HAS ATTENDED A GROUP DISCUSSION ON THIS SUBJECT PREVIOUSLY</p>				
<p>A bit about your business...</p>				
Q3a	What area of business does your company/organisation cover?		(S) Agriculture/farming 1 Automotive 2 Building & Construction 3 Design 4 Education 5 Health & Social Work 6 Hotels & Restaurants 7 Retail (trade/wholesale) 8 Service 9 Transport 10 Utilities (water/gas/electricity) 11 Other (Please State) _____ 12 ----- Charity/Club/Society 13	Q3b ----- T&C
<p>RECRUIT A MIX ACROSS DEPTHS</p>				

Q3b	<p>And what is your business's turnover per year approximately?</p> <p style="text-align: right;">(S)</p> <p style="text-align: right;">Under £250k 1</p> <p style="text-align: right;">£250k-£1m 2</p> <p style="text-align: right;">£1m - £2m 3</p> <p style="text-align: right;">-----</p> <p style="text-align: right;">£2m – £3.5m 4</p> <p style="text-align: right;">£3.5 – 6.5m 5</p> <p style="text-align: right;">-----</p> <p style="text-align: right;">Over £6.5m 6</p> <p>TWO DEPTHS PER LOCATION TO CODE 1 – 3</p> <p>ONE DEPTH PER LOCATION TO CODE 4 - 5</p>	<p>Q3c</p> <p>Q3d</p> <p>Q3e</p>	<p>T&C</p> <p>T&C</p> <p>T&C</p>
Q3c	<p>How many employees does your business have – including you?</p> <p style="text-align: right;">(S)</p> <p style="text-align: right;">One –(BUSINESS - I am a sole trader) 1</p> <p style="text-align: right;">2-10 2</p> <p style="text-align: right;">6-10 3</p> <p style="text-align: right;">10-25 4</p> <p style="text-align: right;">26-50 5</p> <p style="text-align: right;">-----</p> <p style="text-align: right;">50+ 6</p> <p>DEPTHS 13-18 MORE LIKELY TO BE SOLE TRADERS (CODE 1) OR MICROBUSINESSES (CODE 2)</p>	<p>Q3d</p> <p>Q3e</p>	<p>T&C</p> <p>T&C</p>
Q3d	<p>And how long has your current business been operating?</p> <p style="text-align: right;">(S)</p> <p style="text-align: right;">Less than 1 year 1</p> <p style="text-align: right;">1 – 3 years 2</p> <p style="text-align: right;">-----</p> <p style="text-align: right;">4 – 9 years 3</p> <p style="text-align: right;">10 years or more 4</p> <p>AIM FOR A MIX, BUT RECRUITER TO NOTE THAT DEPTHS 13 – 18 ARE MORE LIKELY TO BE NEWER BUSINESSES (CODE 1 OR 2)</p>	<p>Q3e</p>	<p>T&C</p>

Q3e	<p>And does the nature of your business, require you to hold a foreign currency account for trading internationally?</p> <p style="text-align: right;">Yes ----- No</p> <p>NONE TO REQUIRE A CURRENCY ACCOUNT FOR TRADING INTERNATIONALLY</p>	<p>(S) 1 ----- 2</p>	<p>T&C ----- Q3f</p>
Q3e	<p>Are you responsible for the decision making and administration of your business's main bank account?</p> <p style="text-align: right;">Yes – solely ----- Yes - partly ----- No</p>	<p>(S) 1 ----- 2 ----- 3</p>	<p>Q4 ----- Q3g</p>
Q3f	<p>Would someone who is responsible for the decision making and administration of your business's main bank account be interested in taking part?</p> <p style="text-align: right;">Yes ----- No</p>	<p>(S) 1 ----- 2</p>	<p>Re-start from Q1 ----- T&C</p>
A bit about your business bank account....			
Q4	<p>What type of banking account do you use for your business?</p> <p style="text-align: right;">Personal bank account ----- Business bank account</p> <p>DEPTHS 17-18 – MUST CODE 1 AND GO TO Q7 – OTHERWISE T&C ALL OTHER DEPTHS – MUST CODE 2 AND GO TO Q5a – OTHERWISE T&C</p>	<p>(S) 1 ----- 2</p>	<p>Q8 ----- Q5a</p>
Q5a	<p>Have you ever switched the bank or building society at which you hold your main business bank account?</p> <p><i>By switching, I mean changed your current account from one provider to another whereby your new account becomes your main current account</i></p> <p style="text-align: right;">Yes ----- No</p>	<p>(S) 1 ----- 2</p>	<p>Q5b ----- Q6</p>

Q5b	<p>How recently did you move your main business bank account to a new provider?</p> <p style="text-align: right;">In the last 2 years</p> <p style="text-align: right;">-----</p> <p style="text-align: right;">2– 5 years ago</p> <p style="text-align: right;">Over 5 years ago</p> <p>NONE TO HAVE SWITCHED THEIR BUSINESS ACCOUNT PROVIDER IN THE LAST 2 YEARS</p>	<p>(S)</p> <p>1</p> <p>-----</p> <p>2</p> <p>3</p>	<p>T&C</p> <p>-----</p> <p>Q6</p>
Q6	<p>How open would you be to considering switching the bank or building society at which you hold your main business bank account in the future?</p> <p style="text-align: right;">I would definitely consider switching my main business account</p> <p style="text-align: right;">I would probably consider switching my main business account</p> <p style="text-align: right;">I probably wouldn't consider switching my main business account</p> <p style="text-align: right;">-----</p> <p style="text-align: right;">I definitely wouldn't consider switching my main business account</p> <p>EXCLUDE ANYONE WHO DEFINITELY WOULDN'T CONSIDER SWITCHING THEIR MAIN BUSINESS ACCOUNT</p>	<p>(S)</p> <p>1</p> <p>2</p> <p>3</p> <p>-----</p> <p>4</p>	<p>Q7</p> <p>-----</p> <p>T&C</p>
Q7	<p>Have you experienced any of the following with your main business bank account in the last 12 months?</p> <p style="text-align: right;">As a new business, I've had a free banking period on my business account</p> <p style="text-align: right;">-----</p> <p style="text-align: right;">Made a formal complaint to your main current account provider</p> <p style="text-align: right;">-----</p> <p style="text-align: right;">Closure of your local branch</p> <p style="text-align: right;">-----</p> <p style="text-align: right;">Severe loss of service, e.g. unable to access your account</p> <p style="text-align: right;">Change in the T&Cs on my account</p> <p style="text-align: right;">-----</p> <p style="text-align: right;">None of the above</p> <p>ALL TO HAVE EXPERIENCED AT LEAST ONE OF CODES 1-3 – ONLY GO THROUGH DETAILED QUESTIONS FOR THE SPECIFIC DEPTH YOU ARE RECRUITING FOR</p> <p>FREE BANKING PERIOD ENDING (DEPTHS 13 – 16) = CODE 1 AND GO TO Q8a</p> <p>RECENT COMPLAINANTS (DEPTHS 9 – 12) = CODE 2 AND GO TO Q9a</p> <p>RECENT BRANCH CLOSURES (DEPTHS 19 – 20) = CODE 2 AND GO TO Q10a</p>	<p>(M)</p> <p>1</p> <p>-----</p> <p>2</p> <p>-----</p> <p>3</p> <p>-----</p> <p>4</p> <p>5</p> <p>-----</p> <p>6</p>	<p>Q9a</p> <p>-----</p> <p>Q10a</p> <p>-----</p> <p>Q11a</p> <p>-----</p> <p>T&C</p>
ASK THOSE WHO USE A PERSONAL CURRENT ACCOUNT FOR BUSINESS (DEPTHS 17-18) ONLY...			
Q8	How likely are you to consider opening a business bank account in the next 12 months?		

	<p style="text-align: right;">Very likely Likely ----- Neither likely nor unlikely Unlikely Very unlikely</p> <p>MUST BE VERY LIKELY OR LIKELY TO CONSIDER OPENING A BUSINESS BANK ACCOUNT IN THE NEXT 12 MONTHS – OTHERWISE T&C</p>	<p>(S) 1 2 ----- 3 4 5</p>	<p>Q12 ----- T&C</p>
ASK FREE BANKING PERIOD ENDING (DEPTHS 13-16) ONLY...			
Q9a	<p>Are you currently within your free banking period?</p> <p style="text-align: right;">Yes ----- No</p> <p>MUST BE WITHIN FREE BANKING PERIOD</p>	<p>(S) 1 ----- 2</p>	<p>Q9b ----- T&C</p>
Q9b	<p>When does your free banking period come to an end?</p> <p style="text-align: right;">Less than 1 month 1-3 months 3-6 months ----- 6-9 months 9-12 months More than 12 months</p> <p>MUST BE COMING TO THE END OF THEIR FREE BANKING PERIOD IN THE NEXT 6 MONTHS.</p> <p>RECRUIT A MIX OF LESS THAN 1, 1-3 AND 3-6 MONTHS ACROSS DEPTHS</p>	<p>(S) 1 2 3 ----- 4 5 6</p>	<p>Q12 ----- T&C</p>
ASK RECENT COMPLAINANTS (DEPTHS 9 – 12) ONLY...			
Q10a	<p>What was the nature of the complaint you made to your main current account provider?</p> <p>(PLEASE RECORD HERE) _____</p>		Q10b

	NOTE THIS IS FOR REFERENCE PURPOSES ONLY		
Q10b	<p>Through which channel did you make your formal complaint?</p> <p style="text-align: right;">By letter By email Over the telephone</p> <p>RECRUIT A MIX</p>	<p>(M)</p> <p>1 2 3</p>	Q10c
Q10c	<p>Has your complaint since been resolved?</p> <p style="text-align: right;">Yes No</p> <p>RECRUIT A MIX</p>	<p>(S)</p> <p>1 2</p>	Q10d
Q10d	<p>How long did your complaint take/ How long has your complaint been ongoing for?</p> <p style="text-align: right;">Under 48 hours ----- Around a week Around a month Over a month</p>	<p>(S)</p> <p>1 ----- 2 3 4</p>	<p>T&C</p> <p>-----</p> <p>Q10e</p>
Q10e	<p>And having made this complaint, how satisfied are you overall with the service you receive from your main current account provider?</p> <p style="text-align: right;">Very satisfied Satisfied Neither satisfied nor dissatisfied ----- Dissatisfied Very dissatisfied</p> <p>ALL TO BE EITHER DISSATISFIED OR VERY DISSATISFIED</p>	<p>(S)</p> <p>1 2 3 ----- 4 5</p>	<p>T&C</p> <p>-----</p> <p>Q10f</p>
Q10f	<p>Did you take your complaint to the Financial Ombudsman or the FCA?</p> <p style="text-align: right;">Yes No</p>	<p>(S)</p> <p>1 2</p>	Q12
ASK RECENT BRANCH CLOSURES (DEPTHS 19 – 20) ONLY...			
Q11a	Before your local branch closed, how often did you typically use the branch to manage your		

	account?		(S)	
	Once a month or more	1	Q11b	
	-----	-----	-----	
	Less than once a month	2	T&C	
	ALL TO HAVE TYPICALLY USED THE BRANCH ONCE A MONTH OR MORE			
Q11b	And overall, what impact has your local branch closing had on you?		(S)	
	It has made no difference to me	1	T&C	
	-----	-----	-----	
	It has caused me some inconvenience	2	Q11c	
	ALL TO HAVE BEEN INCONVENIENCED BY THE BRANCH CLOSURE			
Q11c	And do other banks or building societies have any branches nearby?		(S)	
	Yes	1	Q12a	
	-----	-----	-----	
	No	2	T&C	
	ALL TO CODE YES – THERE ARE OTHER BANK BRANCHES NEARBY			
ASK ALL – About your bank...				
Q12a	And can I just check who you have your main business current account with at present?		(S)	
	Adam & Company	1	Q12b	
	Allied Irish Bank	2		
	Bank of Ireland UK PLC	3		
	Bank of Scotland	4		
	Barclays	5		
	Clydesdale Bank	6		
	Cumberland Building Society	7		
	First Direct	8		
	First Trust Bank	9		
	Halifax	10		
	Handesbanken	11		
	HSBC Bank plc	12		
	Isle of Man Bank	13		
	Lloyds	14		
	M&S Bank	15		
	Metro Bank	16		
	Nationwide Building Society	17		
	Natwest	18		

	<div>Post Office</div> <div>19</div> <div>RBS International</div> <div>20</div> <div>Santander</div> <div>21</div> <div>Tesco Bank</div> <div>22</div> <div>The Co-operative Bank</div> <div>23</div> <div>TSB</div> <div>24</div> <div>Yorkshire Bank</div> <div>25</div> <div>Yorkshire Building Society</div> <div>26</div> <div>Other (Please specify)_____</div> <div>27</div>		
Q12b	<div>And which of the following ways do you regularly use (at least once a month) to manage your account?</div> <div>(M)</div> <div>In Branch</div> <div>1</div> <div>Over the telephone</div> <div>2</div> <div>Online</div> <div>3</div> <div>Tablet / Mobile phone app</div> <div>4</div> <div>Other_____</div> <div>5</div> <div>AIM FOR A MIX ACROSS DEPTHS</div>		Q13
Q13	<div>Which of the following payment methods do customers use to pay you?</div> <div>(M)</div> <div>Cash</div> <div>1</div> <div>Cheque</div> <div>2</div> <div>Debit Card</div> <div>3</div> <div>Credit Card</div> <div>4</div> <div>Standing Order</div> <div>5</div> <div>Direct Debit</div> <div>6</div> <div>Electronic Transfer</div> <div>7</div> <div>Mobile payments</div> <div>8</div> <div>Online payment transfers</div> <div>9</div> <div>Other (write in) 10</div> <div>AIM TO RECRUIT A MIX OF PAYMENT METHODS ACROSS DEPTHS AND RECRUIT</div>		Q14
Q14	<div>And does your business use any of the following lending facilities?</div> <div>(M)</div> <div>An overdraft</div> <div>1</div> <div>A business loan of under £10k</div> <div>2</div> <div>-----</div> <div>3</div> <div>A business loan of over £10k</div>		

	<i>AT LEAST TWO PER GROUP TO CODE 2 TO HAVE A BUSINESS LOAN OF OVER £10K</i>		
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3.1.2 SME Non-Rejector Group Screener

INTRODUCTION

Good morning/afternoon/evening, my name is ... from Optimisa Research. We are conducting some research exploring people's business banking experiences.

We are conducting some focus groups and depth interviews to explore attitudes towards current accounts and we would like to get your views. This would involve attending a focus group lasting 90 minutes.

Q1	Would you be interested in taking part?	(S)	
	Yes	1	Q2a
	-----	----	-----
	No	2	T&C

I'd like to ask you a few questions to make sure that we are speaking to the right people if that's OK?

So firstly...

Q2a	Can I just check if you or any members of your family or friends work or have ever worked in any of the following industries?		
		(M)	
	Marketing	1	
	Market Research	2	
	Journalism	3	
	Financial services (banks, building societies, insurance companies etc.)	4	T&C
	Financial advisers	5	
	Any regulatory bodies (e.g FCA, CMA, Bacs, Payments UK etc.)	6	
	-----	----	----
	None of these	7	Q2b

T&C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM NOT ALLOWED TO INTERVIEW ANYONE WHO WORKS IN / HAS CLOSE FRIENDS/FAMILY WHO WORK IN THAT PARTICULAR INDUSTRY

Q2b	And have you attended any discussions/interviews for the purpose of market research during the past 6 months?	Yes ----- No	(S) 1 ----- 2	T&C ----- Q2c
T&C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM NOT ALLOWED TO INTERVIEW ANYONE WHO HAS ATTENDED ANY DISCUSSIONS FOR THE PURPOSE OF RESEARCH DURING THE PAST 6 MONTHS				
Q2c	How many group discussions/interviews for the purpose of market research have you ever attended?	None 1 2 3 ----- More than 3	(S) 1 2 3 4 ----- 5	Q2d ----- T&C
T&C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM NOT ALLOWED TO INTERVIEW ANYONE WHO HAS ATTENDED MORE THAN 3 GROUP DISCUSSIONS/ INTERVIEWS FOR THE PURPOSE OF RESEARCH				
Q2d	Have you ever attended a group discussion or interview on the subject of switching current accounts?	Yes ----- No	(S) 1 ----- 2	T&C - ----- Q3
T&C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM NOT ALLOWED TO INTERVIEW ANYONE WHO HAS ATTENDED A GROUP DISCUSSION/ INTERVIEW ON THE SUBJECT OF CURRENT ACCOUNTS FOR THE PURPOSE OF RESEARCH				
A bit about your business...				
Q3a	What area of business does your company/organisation cover?	Agriculture/farming Automotive Building & Construction Design Education Health & Social Work Hotels & Restaurants Retail (trade/wholesale) Service Transport Utilities (water/gas/electricity)	(S) 1 2 3 4 5 6 7 8 9 10 11	

	<p>Other (Please State)_____</p> <p>-----</p> <p>Charity/Club/Society</p> <p>RECRUIT A MIX (MAX OF 2 PER INDUSTRY TYPE)</p>	<p>12</p> <p>-----</p> <p>13</p>	<p>Q3b</p> <p>-----</p> <p>T&C</p>
Q3b	<p>And what is your business's turnover per year approximately?</p> <p>Under £250k</p> <p>£250k-£1m</p> <p>£1m - £2m</p> <p>-----</p> <p>£2m – £3.5m</p> <p>£3.5 – 6.5m</p> <p>-----</p> <p>Over £6.5m</p> <p>GROUP 5 ALL TO CODE 1 – 3 – AIM FOR:</p> <ul style="list-style-type: none"> • 2 x Under £250k • 2 x £250k - £1m • 2 x £1m - £2m <p>GROUP 6 ALL TO CODE 4 – 5 – AIM FOR:</p> <ul style="list-style-type: none"> • 3 x £2m – £3.5m • 3 x £3.5 – 6.5m <p>FOR THE DEPTHS:</p> <ul style="list-style-type: none"> • TWO IN EACH LOCATION TO CODE 1 – 3 • ONE IN EACH LOCATION TO CODE 4 - 5 <p>NONE TO HAVE A TURNOVER OF OVER £6.5M</p>	<p>(S)</p> <p>1</p> <p>2</p> <p>3</p> <p>-----</p> <p>4</p> <p>5</p> <p>-----</p> <p>6</p>	<p>Q3c</p> <p>-----</p> <p>T&C</p>
Q3c	<p>How many employees does your business have – including you?</p> <p>One –(BUSINESS - I am a sole trader)</p> <p>2-10</p> <p>-----</p> <p>10-25</p> <p>26-50</p> <p>-----</p> <p>50+</p> <p>GROUP 5 TO ALL CODE 1 – 3. AIM FOR:</p> <ul style="list-style-type: none"> • Min. 2 x SOLE TRADERS • Min. 2 x 2-10 EMPLOYEES 	<p>(S)</p> <p>1</p> <p>2</p> <p>-----</p> <p>3</p> <p>4</p> <p>-----</p> <p>5</p>	<p>Q3c</p> <p>-----</p> <p>Q3c</p> <p>-----</p> <p>T&C</p>

	<p>GROUP 6 – AIM FOR;</p> <ul style="list-style-type: none"> • Min. 2 x 10-25 EMPLOYEES • Min. 2 x 26 – 50 EMPLOYEES <p>NONE TO HAVE 50+ EMPLOYEES</p>		
Q3d	<p>How long has your current business been operating?</p> <p style="text-align: right;">Less than 1 year ----- 1 – 3 years 4 – 9 years 10 years or more</p> <p>NONE TO HAVE BEEN OPERATING IN BUSINESS FOR LESS THAN A YEAR (CODE 1) RECRUIT A MIX OF CODES 2-4</p>	<p>(S)</p> <p>1 --- 2 3 4</p>	<p>T&C --- Q3e</p>
Q3e	<p>And does the nature of your business, require you to hold a foreign currency account for trading internationally?</p> <p style="text-align: right;">Yes ----- No</p> <p>NONE TO REQUIRE A CURRENCY ACCOUNT FOR TRADING INTERNATIONALLY</p>	<p>(S)</p> <p>1 --- 2</p>	<p>T&C --- Q3f</p>
Q3f	<p>Are you responsible for the decision making and administration of your business's main bank account?</p> <p style="text-align: right;">Yes – solely ----- Yes - partly ----- No</p>	<p>(S)</p> <p>1 --- 2 3</p>	<p>Q5a ----- Q3g</p>
Q3g	<p>Would someone who is responsible for the decision making and administration of your business's main bank account be interested in taking part?</p> <p style="text-align: right;">Yes ----- No</p>	<p>(S)</p> <p>1 --- 2</p>	<p>Re-start from Q1 --- T&C</p>

A bit about main business bank account...			
Q5a	<p>Have you ever switched the bank or building society at which you hold your main business bank account?</p> <p><i>By switching, I mean changed your current account from one provider to another whereby your new account becomes your main current account</i></p>		
	Yes	(S) 1	Q5b
	-----	----	----
	No	2	Q6
Q5b	<p>How recently did you move your main business bank account to a new provider?</p> <p>In the last 2 years</p> <p>-----</p> <p>2 – 5 years ago</p> <p>Over 5 years ago</p> <p>NONE TO HAVE SWITCHED THEIR BUSINESS ACCOUNT PROVIDER IN THE LAST 2 YEARS</p>	(S) 1 ----- 2 3	T&C ----- Q6
Q6	<p>How open would you be to considering switching the bank or building society at which you hold your main business bank account in the future?</p> <p>I would definitely consider switching my main business account</p> <p>I would probably consider switching my main business account</p> <p>I probably wouldn't consider switching my main business account</p> <p>-----</p> <p>I definitely wouldn't consider switching my main business account</p>	(M) 1 2 3 ----- 4	Q7 ----- T&C
Q7	<p>ASK ALL</p> <p>And can I just check who you have your main business account with at present?</p>	(S) 1 2 3 4 5 6 7 8 9 10 11 12 13	

		Halifax	14	
		Handesbanken	15	
		HSBC Bank plc	16	
		Lloyds	17	
		M&S Bank	18	
		Metro Bank	19	
		Nationwide Building Society	20	
		Natwest	21	
		Post Office	22	
		RBS International	23	
		Reliance Bank	24	
		Santander	25	
		Smile	26	
		Tesco Bank	27	
		The Co-operative Bank	28	
		TSB	29	
		Ulster Bank	30	
		Virgin Money	31	
		Yorkshire Bank	32	
		Yorkshire Building Society	33	
		Other (Please specify)_____	34	Q8
Q8	And which of the following ways do you regularly use (at least once a month) to manage your account?		(M)	
		In Branch	1	
		Over the telephone	2	Q9
		Online	3	
		Tablet / Mobile phone app	4	
		Other_____	5	
	AIM FOR A MIX			
Q9	Which of the following payment methods do customers use to pay you?		(M)	
		Cash	1	
		Cheque	2	
		Debit Card	3	
		Credit Card	4	
		Standing Order	5	
		Direct Debit	6	
		Electronic Transfer	7	
		Mobile payments	8	
		Online payment transfers	9	

Other (write in)		10	Q10
AIM TO RECRUIT A MIX OF PAYMENT METHODS AND RECRUIT			
Q10	And does your business use any of the following lending facilities?	(M)	
	An overdraft	1	
	A business loan of under £10k	2	
	-----	---	
	A business loan of over £10k	3	
AT LEAST TWO PER GROUP TO CODE 2 TO HAVE A BUSINESS LOAN OF OVER £10K			

3.1.3 Consumer Non-Rejector Group Screener

INTRODUCTION Good morning/afternoon/evening, my name is from Optimisa Research. We are conducting some research exploring perceptions of current accounts and retail banking. We are conducting some focus groups and depth interviews and we would like to get your views. This would involve attending a focus group lasting 90 minutes.			
Q1	Would you be interested in taking part?	(S)	
	Yes	1	Q2a
	-----	---	-----
	No	2	T&C
I'd like to ask you a few questions to make sure that we are speaking to the right people if that's OK? So firstly...			
Q2a	Can I just check if you or any members of your family or friends work or have ever worked in any of the following industries?	(M)	
	Marketing	1	
	Market Research	2	
	Journalism	3	
	Financial services (banks, building societies, insurance companies etc.)	4	
	Financial advisers	5	
	Any regulatory bodies (e.g FCA, CMA, Bacs, Payments UK etc.)	6	
	-----	---	
	None of these	7	
			Q2b

<i>T&C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM NOT ALLOWED TO INTERVIEW ANYONE WHO WORKS IN / HAS CLOSE FRIENDS/FAMILY WHO WORK IN THAT PARTICULAR INDUSTRY</i>		
--	--	--

Q2b		
And have you attended any discussions/interviews for the purpose of market research during the past 6 months?	(S)	T&C
-----	1	-----
Yes		Q2c
No		
<i>T&C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM NOT ALLOWED TO INTERVIEW ANYONE WHO HAS ATTENDED ANY DISCUSSIONS FOR THE PURPOSE OF RESEARCH DURING THE PAST 6 MONTHS</i>		

Q2c	How many group discussions/interviews for the purpose of market research have you ever attended?	None (S) 1 1 2 2 3 3 ----- More than 3 4	Q2d T&C
T&C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM NOT ALLOWED TO INTERVIEW ANYONE WHO HAS ATTENDED MORE THAN 3 GROUP DISCUSSIONS/ INTERVIEWS FOR THE PURPOSE OF RESEARCH			
Q2d	Have you ever attended a group discussion or interview on the subject of current accounts?	(S) Yes 1 ----- No 2	T&C - Q3
T&C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM NOT ALLOWED TO INTERVIEW ANYONE WHO HAS ATTENDED A GROUP DISCUSSIONS/ INTERVIEW ON THE SUBJECT OF CURRENT ACCOUNTS FOR THE PURPOSE OF RESEARCH			
Q3	Are you responsible for the decision making and administration of your current account? By current account, I mean a main bank account that your salary is paid into and you withdraw money or pay bills out of.	(S) Yes – solely 1 Yes - jointly 2 ----- No 3	Q4a T&C
T&C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM ONLY ALLOWED TO INTERVIEW THOSE WHO ARE JOINTLY OR SOLELY RESPONSIBLE FOR DECISION MAKING AND ADMINISTRATION REGARDING THEIR CURRENT ACCOUNT			
A bit about your current account...			
Q4a	Have you ever switched the bank or building society at which you hold your main current account?	(S) Yes 1 -----	Q4b
<i>By current account, I mean a main bank account that your salary is paid into and you withdraw money or pay bills out of</i> <i>By switching, I mean changed your current account from one provider to another whereby your new account becomes your main current account</i>			

	No	---	---
		2	Q5
Q4b	How recently did you move your main current account to a new provider?	(S)	
	In the last 2 years	1	T&C
	-----	---	---
	2 – 5 years ago	2	
	Over 5 years ago	3	Q5
	NONE TO HAVE SWITCHED THEIR CURRENT ACCOUNT PROVIDER IN THE LAST 2 YEARS		
Q5	How open would you be to considering switching the bank or building society at which you hold your main current account in the future?	(M)	
	I would definitely consider switching my main current account	1	
	I would probably consider switching my main current account	2	
	I probably wouldn't consider switching my main current account	3	Q6
	-----	---	---
	I definitely wouldn't consider switching my main current account	4	T&C
	EXCLUDE THOSE WHO DEFINITELY WOULDN'T CONSIDER SWITCHING THEIR MAIN CURRENT ACCOUNT		

Q6	And can I just check who you have your current account with at present?	(S)	
	Bank of Ireland UK PLC	1	
	Bank of Scotland	2	
	Barclays	3	
	C Hoare & Co	4	
	Clydesdale Bank	5	
	Coutts	6	
	Cumberland Building Society	7	
	Danske Bank	8	
	First Direct	9	
	First Trust Bank	10	
	Halifax	11	
	Handesbanken	12	
	HSBC Bank plc	13	
	Lloyds	14	
	M&S Bank	15	
	Metro Bank	16	
	Nationwide Building Society	17	
	-----	----	
	Natwest	18	
	-----	----	
	Post Office	19	
	RBS	20	
	-----	----	
	Santander	21	
	-----	----	
	Tesco Bank	22	
	The Co-operative Bank	23	
	TSB	24	
	Ulster Bank	25	
	Yorkshire Bank	26	
	Yorkshire Building Society	27	
	Other (Please specify)_____	28	
	AIM FOR A MIX, BUT AT LEAST ONE TO CODE 18 = NATWEST & AT LEAST ONE TO CODE 21 = SANTANDER		Q7

Q7a	And which of the following ways do you regularly use to manage your account? i.e. at least once a month	(M)	
	In Branch	1	
	Over the telephone	2	
	Online	3	
	Tablet / Mobile phone app	4	
	Other_____	5	Q7a
	AIM TO RECRUIT A MIX OF BANKING CHANNELS USED, BUT MIN. OF 5 x CODE 3 = ONLINE		

Q7b	And have you experienced any of the following in the last 12 months in relation to your main current account?					
			(M)			
		Used either an authorized or unauthorized overdraft on your current account	1			
		Made a formal complaint to your main current account provider	2			
		Closure of your local branch	3	Q8		
		-----	-----	-----		
		Severe loss of service, e.g. unable to access your account	4			
		Change in T&Cs on your account	5	Q8		
		-----	-----	-----		
		None of the above	6	Q8		
AIM FOR A MIX – WITH AT LEAST ONE RESPONDENT CODING 4 AND AT LEAST ONE RESPONDENT CODING 5						
A bit about you...						
Q8	Can you tell me how old you are?					
			(S)			
		18 – 20 years	1	T&C		
		-----	-----	-----		
		21 - 29 years	2			
		30 – 39 years	3			
		40 – 44 years	4			
		-----	-----			
		45 - 49 years	4			
		50 – 54 years	5	Q9a		
		55 - 59 years	6			
		60 years or over	7			
		GROUPS 1 YOUNGER): ALL TO CODE 2, 3 OR 4 – AIM FOR:				
		• 3 x 21 – 29				
		• 3 x 30 – 39				
• 2 x 40 - 44						
GROUPS 3, 4 & 6 (OLDER): ALL TO CODE 4 OR 5 – AIM FOR:						
• 2 x 45-49						
• 2 x 50 - 54						
• 2 x 55 – 59						
• 2 x 60+						
NONE TO BE UNDER 20 YEARS OLD						

Q9a	Who is the chief income earner in the household? Is it ...	Yoursself Other	(S) 1 2	Q9b
Q9b	And what is the occupation of the chief income earner? <div></div>			Q9c
Q9c	Can you tell me the highest level of qualification that the chief income earner has? PROBE <div></div>			Q9d
Q9d	What industry is the chief income earner in? <div></div>			Q9e
Q9e	And how many staff is the chief income earner responsible for? <div></div>			Q9f
Q9f	DO NOT READ OUT - <i>PLEASE CHECK CRITERIA</i> SOCIAL CLASS OF RESPONDENT (FROM QUESTIONS Q9a – Q9e) <div>A ---- B C1 C2 ---- D E</div> <i>WITHIN EACH GROUP ALL TO BE BC1C2 – AIM FOR;</i> <ul style="list-style-type: none"><i>Min. 2 x B</i><i>Min. 2 x C1</i><i>Min. 2 x C2</i>		(S) 1 ---- 2 3 4 ---- 5 6	T&C ---- Q10 ---- T&C
Q10	DO NOT READ OUT INTERVIEWER NOTE GENDER OF RESPONDENT <div>Male Female</div> <i>AIM FOR A MIX</i>		(S) 1 2	

3.1.4 Consumer depths & regular, heavy overdraft user group screener

INTRODUCTION <p>Good morning/afternoon/evening, my name is from Optimisa Research. We are conducting some research exploring perceptions of current accounts and retail banking.</p> <p>We are conducting some focus groups and depth interviews and we would like to get your views. This would involve attending a focus group lasting 90 minutes/ depth interview lasting 60 minutes.</p>				
Q1	Would you be interested in taking part?	<div>Yes</div> <div>-----</div> <div>No</div>	<div>(S)</div> <div>1</div> <div>-----</div> <div>2</div>	<div>Q2a</div> <div>-----</div> <div>T&C</div>
<p>I'd like to ask you a few questions to make sure that we are speaking to the right people if that's OK?</p> <p>So firstly...</p>				
Q2a	Can I just check if you or any members of your family or friends work or have ever worked in any of the following industries?	<div>Marketing</div> <div>Market Research</div> <div>Journalism</div> <div>Financial services (banks, building societies, insurance companies etc.)</div> <div>Financial advisers</div> <div>Any regulatory bodies (e.g FCA, CMA, Bacs, Payments UK etc.)</div> <div>-----</div> <div>None of these</div>	<div>(M)</div> <div>1</div> <div>2</div> <div>3</div> <div>4</div> <div>5</div> <div>6</div> <div>-----</div> <div>7</div>	<div>T&C</div> <div>-----</div> <div>Q2b</div>
<p>T&C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM NOT ALLOWED TO INTERVIEW ANYONE WHO WORKS IN / HAS CLOSE FRIENDS/FAMILY WHO WORK IN THAT PARTICULAR INDUSTRY</p>				
Q2b	And have you attended any discussions/interviews for the purpose of market research during the past 6 months?	<div>Yes</div> <div>-----</div> <div>No</div>	<div>(S)</div> <div>1</div> <div>-----</div> <div>2</div>	<div>T&C</div> <div>-----</div> <div>Q2c</div>
<p>T&C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM NOT ALLOWED TO INTERVIEW ANYONE WHO HAS ATTENDED ANY DISCUSSIONS FOR THE PURPOSE OF</p>				

RESEARCH DURING THE PAST 6 MONTHS			
Q2c	<p>How many group discussions/interviews for the purpose of market research have you ever attended?</p> <p style="text-align: right;">None (S)</p> <p style="text-align: right;">1 1</p> <p style="text-align: right;">2 2</p> <p style="text-align: right;">3 3</p> <p style="text-align: right;">----- 4 Q2d</p> <p style="text-align: right;">More than 3 -----</p> <p style="text-align: right;">5 T&C</p> <p>T&C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM NOT ALLOWED TO INTERVIEW ANYONE WHO HAS ATTENDED MORE THAN 3 GROUP DISCUSSIONS/ INTERVIEWS FOR THE PURPOSE OF RESEARCH</p>		
Q2d	<p>Have you ever attended a group discussion or interview on the subject of current accounts?</p> <p style="text-align: right;">Yes (S)</p> <p style="text-align: right;">----- 1 T&C -----</p> <p style="text-align: right;">No 2 Q3</p> <p>T&C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM NOT ALLOWED TO INTERVIEW ANYONE WHO HAS ATTENDED A GROUP DISCUSSIONS/ INTERVIEW ON THE SUBJECT OF CURRENT ACCOUNTS FOR THE PURPOSE OF RESEARCH</p>		
Q3	<p>Are you responsible for the decision making and administration of your current account?</p> <p>By current account, I mean a main bank account that your salary is paid into and you withdraw money or pay bills out of.</p> <p style="text-align: right;">Yes – solely (S)</p> <p style="text-align: right;">Yes - jointly 2 Q4a</p> <p style="text-align: right;">-----</p> <p style="text-align: right;">No 3 T&C</p> <p>T&C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM ONLY ALLOWED TO INTERVIEW THOSE WHO ARE JOINTLY OR SOLELY RESPONSIBLE FOR DECISION MAKING AND ADMINISTRATION REGARDING THEIR CURRENT ACCOUNT</p>		
A bit about your current account...			
Q4a	<p>Have you ever switched bank or building society at which you hold your main current account?</p> <p><i>By current account, I mean a main bank account that your salary is paid into and you withdraw money or pay bills out of</i></p> <p><i>By switching, I mean changed your current account from one provider to another whereby your new account becomes your main current account</i></p>		

		Yes ----- No	(S) 1 ----- 2	Q4b ----- Q5
Q4b	How recently did you move your main current account to a new provider?	In the last 2 years ----- Over 2 years ago	(S) 1 ----- 2	T&C ----- Q5
	NONE TO HAVE SWITCHED THEIR CURRENT ACCOUNT PROVIDER IN THE LAST 2 YEARS			
Q5	How open would you be to considering switching the bank or building society at which you hold your main current account in the future?	I would definitely consider switching my main current account I would probably consider switching my main current account I probably wouldn't consider switching my main current account ----- I definitely wouldn't consider switching my main current account	(S) 1 2 3 ----- 4	Q6 ----- T&C
	EXCLUDE THOSE WHO DEFINITELY WOULDN'T CONSIDER SWITCHING THEIR MAIN ACCOUNT			
Q6	What kind of main current account do you have?	Standard current account Packaged account ----- Student or Graduate account	(S) 1 2 ----- 3	Q7 ----- T&C
	NONE TO HOLD A STUDENT OR GRADUATE ACCOUNT			
Q7	Have you experienced any of the following in the last 12 months in relation to your main current account?	Used either an authorized or unauthorized overdraft on your current account ----- Made a formal complaint to your main current account provider ----- Closure of your local branch -----	(M) 1 ----- 2 ----- 3 -----	Q8a ----- Q9a ----- Q10a -----

	Severe loss of service, e.g. unable to access your account	4	
	Change in T&Cs on your account	5	
	-----	----	----
	None of the above	6	T&C
<p>ALL TO HAVE EXPERIENCED AT LEAST ONE OF CODES 1-3 – ONLY GO THROUGH DETAILED QUESTIONS FOR THE SPECIFIC DEPTH YOU ARE RECRUITING FOR</p> <p>REGULAR OVERDRAFT USERS (DEPTHS 5 – 6 & GROUP 4) = CODE 1 AND GO TO Q8a</p> <p>RECENT COMPLAINANTS (DEPTHS 1 – 4) = CODE 2 AND GO TO Q9a</p> <p>RECENT BRANCH CLOSURES (DEPTHS 7 – 8) = CODE 4 AND GO TO Q10a</p>			
ASK REGULAR OVERDRAFT USERS (DEPTHS 5 – 6 AND GROUP 4) ONLY....			
Q8a	Over the last year, how many months of the year have you used an overdraft on your main current account?	(S)	
	11-12 months	1	Q8b
	9-10 months	2	
	-----	----	----
	6-8 months	3	
	3-5 months	4	
	Less than 3 months	5	T&C
ALL TO HAVE GONE INTO THEIR OVERDRAFT AT LEAST 9 MONTHS OUT OF 12 IN THE LAST YEAR			
Q8b	And when you use your overdraft, which of these bands fits the amount you <i>typically</i> enter your overdraft each month?	(S)	
	Up to £100	1	T&C
	£100-£300	2	
	£301-£500	3	
	-----	----	----
	More than £500	4	Q8c
ALL TO TYPICALLY GO OVER £500 INTO THEIR OVERDRAFT EACH MONTH			
Q8c	Do you have an agreed (planned) overdraft facility with your main current account?	(S)	
	Yes	1	Q8d
	No	2	
	-----	----	----
	Don't know	3	T&C

RECRUIT A MIX			
Q8d	Do you ever incur additional charges for using an unauthorized overdraft facility on your main current account? <div style="text-align: right;"> Yes No ----- Don't know </div>	(S) 1 2 ----- 3	Q11 T&C
ASK RECENT COMPLAINANTS (DEPTHS 1 – 4) ONLY...			
Q9a	What was the nature of the complaint you made to your main current account provider? (PLEASE RECORD HERE) _____ <i>NOTE THIS IS FOR REFERENCE PURPOSES ONLY – IF UNSURE WHETHER THIS CONSTITUTES A FORMAL COMPLAINT PLEASE CHECK WITH OPTIMISA</i>		Q9b
Q9b	Through which channel did you make your formal complaint? <div style="text-align: right;"> By letter By email Over the telephone </div> RECRUIT A MIX	(M) 1 2 3	Q9c
Q9c	Has your complaint since been resolved? <div style="text-align: right;"> Yes No </div> RECRUIT A MIX	(S) 1 2	Q9d
Q9d	How long did your complaint take/ How long has your complaint been ongoing for? <div style="text-align: right;"> Under 48 hours ----- Around a week Around a month Over a month </div>	(S) 1 ----- 2 3 4	T&C Q9e
Q9e	And having made this complaint, how satisfied are you overall with the service you receive from		

your main current account provider?		(S)	
	Very satisfied	1	T&C
	Satisfied	2	
	Neither satisfied nor dissatisfied	3	
	-----	----	----
	Dissatisfied	4	Q9f
	Very dissatisfied	5	
ALL TO BE EITHER DISSATISFIED OR VERY DISSATISFIED			
Q9f	Did you take your complaint to the Financial Ombudsman or the FCA?	(S)	
	Yes	1	
	-----	----	
	No	2	Q11
AT LEAST 1 TO HAVE COMPLAINED TO THE FCA/FINANCIAL OMBUDSMAN			
ASK RECENT BRANCH CLOSURES (DEPTHS 7 – 8) ONLY...			
Q10a	Before your local branch closed, how often did you typically use the branch to manage your account?	(S)	
	Once a month or more	1	Q10b
	-----	----	----
	Less than once a month	2	T&C
ALL TO HAVE TYPICALLY USED THE BRANCH ONCE A MONTH OR MORE			
Q10b	Overall, what impact has your local branch closing had on you?	(S)	
	It has made no difference to me	1	T&C
	-----	----	----
	It has caused me some inconvenience	2	Q10c
ALL TO BE UNHAPPY ABOUT THE BRANCH CLOSURE			
Q10c	And do other banks or building societies have any branches nearby?	(S)	
	Yes	1	Q11
	-----	----	----
	No	2	T&C

ALL TO CODE YES – THERE ARE OTHER BANK BRANCHES NEARBY			
ASK ALL - About your bank...			
Q11	And can I just check who you have your current account with at present?	(S)	
	Adam & Company	1	
	Allied Irish Bank	2	
	Bank of Ireland UK PLC	3	
	Bank of Scotland	4	
	Barclays	5	
	Clydesdale Bank	6	
	Coutts	7	
	Cumberland Building Society	8	
	Danske Bank A/S London Branch	9	
	Danske Bank (Northern Bank Limited)	10	
	First Direct	11	
	First Trust Bank	12	
	Halifax	13	
	Handesbanken	14	
	HSBC Bank plc	15	
	Lloyds	16	
	M&S Bank	17	
	Metro Bank	18	
	Nationwide Building Society	19	
	Natwest	20	
	Post Office	21	
	RBS International	22	
	Reliance Bank	23	
	Santander	24	
	Smile	25	
	Tesco Bank	26	
	The Co-operative Bank	27	
	TSB	28	
	Ulster Bank	29	
	Virgin Money	30	
	Yorkshire Bank	31	
	Yorkshire Building Society	32	
	Other (Please specify)_____	33	Q12
Q12	And which of the following ways do you regularly use to manage your account? i.e. at least once a month	(M)	
	In Branch	1	

		Over the telephone	2	Q13
		Online	3	
		Tablet / Mobile phone app	4	
		Other _____	5	
AIM TO RECRUIT A MIX OF BANKING CHANNELS USED				
ASK ALL - A bit about you...				
Q13	Can you tell me how old you are?		(S)	Q14a
		18 – 20 years	1	
		21 - 24 years	2	
		25 – 29 years	3	
		30 – 34 years	4	
		35 – 39 years	5	
		40 – 44 years	6	
		45 - 49 years	7	
		50 – 54 years	8	
		55 - 59 years	9	
		60 years or over	10	
Q14a	Who is the chief income earner in the household? Is it ...		(S)	Q14b
		Yourself	1	
		Other	2	
Q14b	And what is the occupation of the chief income earner?			Q14c

Q14c	Can you tell me the highest level of qualification that the chief income earner has? PROBE			Q14d

Q14d	What industry is the chief income earner in?			Q14e

Q14e	And how many staff is the chief income earner responsible for?			Q14f

	Journalism	3	
	Financial services (banks, building societies, insurance companies etc.)	4	T&C
	Financial advisers	5	
	Any regulatory bodies (e.g FCA, CMA, Bacs, Payments UK etc.)	6	
	-----	----	----
	None of these	7	Q2b
<i>T&C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM NOT ALLOWED TO INTERVIEW ANYONE WHO WORKS IN / HAS CLOSE FRIENDS/FAMILY WHO WORK IN THAT PARTICULAR INDUSTRY</i>			

Q2b	And have you attended any discussions/interviews for the purpose of market research during the past 6 months?	(S)	
	Yes	1	T&C
	-----	----	----
	No	2	Q2c
<i>T&C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM NOT ALLOWED TO INTERVIEW ANYONE WHO HAS ATTENDED ANY DISCUSSIONS FOR THE PURPOSE OF RESEARCH DURING THE PAST 6 MONTHS</i>			
Q2c	How many group discussions/interviews for the purpose of market research have you ever attended?	(S)	
	None	1	
	1	2	
	2	3	
	3	4	Q2d
	-----	----	----
	More than 3	5	T&C
<i>T&C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM NOT ALLOWED TO INTERVIEW ANYONE WHO HAS ATTENDED MORE THAN 3 GROUP DISCUSSIONS/ INTERVIEWS FOR THE PURPOSE OF RESEARCH</i>			
Q2d	Have you ever attended a group discussion or interview on the subject of current accounts?	(S)	
	Yes	1	T&C -
	-----	----	----
	No	2	Q3
<i>T&C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM NOT ALLOWED TO INTERVIEW ANYONE WHO HAS ATTENDED A GROUP DISCUSSIONS/ INTERVIEW ON THE SUBJECT OF CURRENT ACCOUNTS FOR THE PURPOSE OF RESEARCH</i>			

Q3	<p>Are you responsible for the decision making and administration of your current account?</p> <p>By current account, I mean a main bank account that your salary is paid into and you withdraw money or pay bills out of.</p> <p>Yes – solely 1</p> <p>Yes - jointly 2</p> <p>-----</p> <p>No 3</p> <p>T&C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM ONLY ALLOWED TO INTERVIEW THOSE WHO ARE JOINTLY OR SOLELY RESPONSIBLE FOR DECISION MAKING AND ADMINISTRATION REGARDING THEIR CURRENT ACCOUNT</p>	(S) 1 2 ----- 3	Q4 ----- T&C
A bit about you...			
Q4	<p>Can you tell me how old you are?</p> <p>18 – 20 years 1</p> <p>-----</p> <p>21 - 25 years 2</p> <p>-----</p> <p>Over 25 years 3</p> <p>RECENT GRADUATES TO BE 21-25 YEARS OLD</p>	(S) 1 ----- 2 ----- 3	T&C ----- Q5 ----- T&C
Q5	<p>Did you go to University and complete an undergraduate degree?</p> <p>Yes 1</p> <p>--- -----</p> <p>No 2</p> <p>ALL TO HAVE RECENTLY GRADUATED FROM UNI</p>	(S) 1 ----- 2	Q6a ----- T&C
Q6a	<p>In what year did you graduate from university (undergraduate degree)?</p> <p>2012 or before 1</p> <p>-----</p> <p>2013 2</p> <p>2014 3</p> <p>2015 4</p> <p>ALL TO HAVE GRADUATED IN 2013/2014/2015 GROUP 3 – RECRUIT 2 X 2013, 2 X 2014, 2 X 2015</p>	(S) 1 ----- 2 3 4	T&C ----- Q6b

Q6b	When you were at university did you hold a student account as your main current account?	(S) Yes 1 ----- No 2 Don't know 3	Q6c --- T&C
ALL TO HAVE HELD A STUDENT ACCOUNT AS THEIR MAIN ACCOUNT			
Q6c	Do you still hold this account as your main current account?	(S) Yes – it's now a graduate account 1 Yes – it's now a standard current account 2 ----- No 4	Q6d --- T&C
ALL TO STILL HAVE THE ACCOUNT THEY HELD AT UNIVERSITY AS THEIR MAIN CURRENT ACCOUNT			
Q6d	Which of these best describes your current working status?	(S) In full time education 1 ----- In full time employment 2 In part time employment 3 Working in the voluntary sector 4 Unemployed 5	T&C --- Q6e
NONE TO BE IN FULL TIME EDUCATION			
Q6e	Which of these bands fits your annual income/salary?	(S) Under £20k 1 £20k-£30k 2 £30k+ 3	Q6f
RECRUIT A MIX – AT LEAST ONE OF EACH			
Q6f	Which of these best describes your current living situation?	(S) Living at home with parents 1 Living in shared accommodation 2 Living alone or with a partner 3	Q7a
RECRUIT A MIX – AT LEAST ONE OF EACH			

A bit about your current account...			
Q7a	<p>Have you ever switched bank or building society at which you hold your main current account?</p> <p><i>By current account, I mean a main bank account that your salary is paid into and you withdraw money or pay bills out of</i></p> <p><i>By switching, I mean changed your current account from one provider to another whereby your new account becomes your main current account</i></p> <p style="text-align: right;">Yes (S) ----- 1 No ---- 2</p>		Q7b ----- Q5
Q7b	<p>How recently did you move your main current account to a new provider?</p> <p style="text-align: right;">In the last 2 years (S) ----- 1 Over 2 years ago ---- 2</p> <p>NONE TO HAVE SWITCHED THEIR CURRENT ACCOUNT PROVIDER IN THE LAST 2 YEARS</p>		T&C ----- Q8
Q8	<p>How open would you be to considering switching the bank or building society at which you hold your main current account in the future?</p> <p style="text-align: right;">I would definitely consider switching my main current account (S) I would probably consider switching my main current account 1 I probably wouldn't consider switching my main current account 2 ----- 3 I definitely wouldn't consider switching my main current account 4</p> <p>EXCLUDE ANYONE WHO DEFINITELY WOULDN'T CONSIDER SWITCHING THEIR MAIN CURRENT ACCOUNT</p>		Q9 ----- T&C
ASK ALL - About your bank...			
Q9	<p>And can I just check who you have your current account with at present?</p> <p style="text-align: right;">Bank of Ireland UK PLC (S) Bank of Scotland 1 Barclays 2 C Hoare & Co 3 Clydesdale Bank 4 5</p>		

	Coutts	6	
	Cumberland Building Society	7	
	Danske Bank	8	
	First Direct	9	
	First Trust Bank	10	
	Halifax	11	
	Handesbanken	12	
	HSBC Bank plc	13	
	Lloyds	14	
	M&S Bank	15	
	Metro Bank	16	
	Nationwide Building Society	17	
	-----	-----	
	Natwest	18	
	-----	-----	
	Post Office	19	
	RBS	20	
	-----	-----	
	Santander	21	
	-----	-----	
	Tesco Bank	22	
	The Co-operative Bank	23	
	TSB	24	
	Yorkshire Bank	25	
	Yorkshire Building Society	26	
	Other (Please specify)_____	27	Q10
	AIM FOR A MIX, BUT AT LEAST ONE TO CODE 18 = NATWEST & AT LEAST ONE TO CODE 21 = SANTANDER		

Q10	And which of the following ways do you regularly use (i.e. at least once a month) to manage your account?		
		(M)	
	In Branch	1	
	Over the telephone	2	
	Online	3	
	Tablet / Mobile phone app	4	
	Other_____	5	+++
	AIM TO RECRUIT A MIX OF BANKING CHANNELS USED: MIN. 4 x CODE 3 = ONLINE		

3.2 Discussion Guides

3.2.1 Group Discussion Guide

Discussion plan overview		
1. Introduction / warm up	Purpose of section: Put respondents at ease, introduce the research, find out some background details of respondents, relax them, get the respondents talking	5 minutes
2. Exploring triggers to switching current accounts	Purpose of section: To explore potential triggers for switching current accounts and understand which 'push' factors are likely to be most influential	15 minutes
3. Exploring ideas for increasing engagement	Purpose of section: To explore what would encourage switching at these trigger points, and reactions to the idea of comms to prompt switching	10 minutes
4. Detailed exploration of ideal communications	Purpose of section: To explore consumer perceptions of appropriate timing, content, medium and sender for comms designed to maximise engagement	40 minutes
5. Exploring perceptions of online comparison tool	Purpose of section: To understand requirements from the 'ideal comparison tool' and get a high level view on the concept of midata	15 minutes
6. Summary	Purpose of section: To get the key take outs of the session	4 minutes

Introduction

(5 mins)

- Thank respondents for coming, explanation of purpose and operation of session
- Introduce self, Optimisa – who, what we are
- Purely research – no selling, no right/wrong answers, importance of honesty
- Structure of interview, e.g. informal, timings, what doing/talking about
- Confidentiality of personal details, no follow-up – MRS etc.
- Audio/video recording/viewing – why, uses and permission
- Any questions, concerns?

Consumers/graduates/OD users:

- First name, job, family, hobbies, main bank account

Businesses:

- First name, organisation they are representing, role in the organisation
- Nature of business, number of employees
- Who their customers are (business, public, public sector, other) and how they come into contact with them
- How they would describe the way the business manages its finances (engagement, confidence, attitudes towards risk), main bank account

Exploring triggers to switching current accounts

(15 mins)

Moderator to explain that first we'd like to talk a little bit more about their main bank account

- **Who would they consider to be their main bank? Why?**
 - How long have they been with this provider
 - How would they describe their relationship with their main bank? SPONTANEOUS AND THEN PROMPT ON WHETHER THIS IS ACTIVE OR PASSIVE
 - What drives this?
 - How and when do they interact with them?
 - How satisfied are they with this?
 - What do you like/dislike about your current account? What features are important to them?
 - How do they tend to manage their money? (E.g. online vs. offline)

TASKBOOK EXERCISE 1: ASK RESPONDENTS TO NOTE DOWN ALL THE THINGS THAT MIGHT TRIGGER THEM TO CONSIDER SWITCHING THEIR MAIN ACCOUNT – BRING BACK AS A GROUP TO DISCUSS

- What would make them consider switching in the future? MODERATOR TO NOTE DOWN POSSIBLE TRIGGERS FOR SWITCHING ON FLIPCHART (CREATE SORTCARD PROMPTS FOR ANYTHING NOT REFERENCED BELOW) – FOR EACH PROBE ON;
 - Are there specific 'events' that would make them think about switching?
 - Why would this make you consider switching?
 - What would be your key considerations for switching if this occurred?
- Once spontaneous triggers have been identified, prompt on the potential for the following to act as triggers if not already mentioned (USING SORTCARDS);
 - Serious loss of service – explore what constitutes a 'severe loss of service'
 - Serious banking errors – explore what these would have to be to warrant switching consideration
 - Bank charges – when does this become a trigger? SPONTANEOUS THEN PROMPT ON – unarranged vs. arranged overdraft? Unexpected vs. expected?
 - Branch closure
 - Major changes to the features of your account or the services your bank offers- what would these have to be to have an impact?
 - Making a formal complaint about your account – what would this have to be about to consider switching? What sorts of things would they consider making a complaint about? How would they go about making a complaint?
 - (IF RELEVANT) Transition from a student account to a graduate or standard account
 - (BUSINESS ONLY) End of free banking period on your account

TASKBOOK EXERCISE 2: ONCE ALL POTENTIAL TRIGGERS HAVE BEEN IDENTIFIED AND DISCUSSED IN DETAIL ASK RESPONDENTS TO WRITE DOWN THE TOP 3 TRIGGERS – BRING BACK AS A GROUP TO DISCUSS

- Ask respondents to explain their top 3 triggers
 - Prompt on reasons for the hierarchy chosen
 - Try to come to a consensus as a group, as to which are the top triggers

Exploring ideas for increasing engagement

(10 mins)

(CONSUMER/BUSINESSES) Moderator to explain we'd now like to focus on their highest priority triggers...

(RECENT GRADUATES) Moderator to explain we'd now like to focus on their specific trigger- *Transition from a student account to a graduate or standard account*

(OD USERS) Moderator to explain we'd now like to focus on their specific trigger- *Overdraft charges on the account*

WHITE TAC TRIGGERS ON TO THE WALL

POST-IT NOTE EXERCISE: RESPONDENTS TO NOTE DOWN WHAT MIGHT ENCOURAGE THEM TO TAKE ACTION IN THIS SITUATION ON POST-IT NOTES, BEFORE DISCUSSING AS A GROUP

- **FLIPCHART:** What would encourage them to take action in this situation? SPONTANEOUS AND THEN PROMPT ON;
 - Who might influence them in this situation?
 - Any information which would be required?
 - What steps they would expect to take?
- What deters them from switching in this situation?
 - What reassurance is required?
- Are there different considerations, depending on the nature of the triggers? Why/Why not?

Detailed exploration of ideal communications

(40 mins)

Moderator to explain that we'd now like to explore reactions to the idea of communications to prompt you to consider switching in more detail [FOCUSSING ON EITHER HIGHEST PRIORITY OR GROUP SPECIFIC TRIGGER]

MODERATOR TO INTRODUCE THE REMEDY 1 CONCEPT ON A BOARD AS FOLLOWS;

- Recently there has been a market investigation into the lack of competition in the retail banking market i.e. relatively few people switch their main bank account provider
- The investigation identified a number of possible ways of encouraging people to consider moving, all of which would be enforced by the regulator
- One idea is for customers to be sent communications to prompt them to review their main banking provider, at times when they may be more open to consider a change

TASKBOOK EXERCISE 3: ASK RESPONDENTS TO NOTE DOWN WHEN IT WOULD BE APPROPRIATE TO SEND OUT THESE SORTS OF COMMS, WHO SHOULD COMMS COME FROM, HOW SHOULD COMMS BE SENT (E.G. LETTER/EMAIL) AND WHAT INFORMATION SHOULD THESE COMMS INCLUDE – BRING BACK AS A GROUP TO DISCUSS

TIMING

- Firstly, thinking of this specific example – At what point in relation to the trigger would be most likely to be receptive to messages?
 - How long does this opportunity last? i.e. any negative feeling where they would be open to switching

- Why this time?
- Is this a one-off or is there more than one time when these comms might be relevant?
- How frequently would you be open to receiving these sorts of comms?
- How specific is the time? i.e. does the prompt need to be instant?

SENDER

- Who would you expect these sorts of communications to be from? If not from their bank then who would be relevant third parties? SPONTANEOUS AND THEN PROMPT ON HOW PEOPLE FEEL ABOUT THE FOLLOWING SENDERS;
 - Their bank
 - Competitor banks
 - Which?
 - FCA
 - Go Compare
 - Money Saving Expert
- Who would they prefer to receive this information from? Why?
 - Briefly explore what they do with any other comms they receive from this sender?
- Who would they definitely not want to receive this information from? Why?
- Which sender would they be most likely to read information from? Listen to? Why?
- Explore reactions to simple opt-in, to receive these sorts of prompts? How do they feel about this idea?

MEDIUM

- How would they expect to receive this sort of a prompt? SPONTANEOUS THEN PROMPT ON;
 - Letter
 - Email
 - Text
 - App notification
 - Pop-up on online banking website
 - Advertising
 - Branches – leaflets vs. posters vs. being told by staff
- Which of these are they most likely to take note of?
 - Briefly explore other communications of this medium they receive, what they do with them and any action taken?
- Does this depend on when the communications are sent? Why?
- Are communications from multiple mediums appropriate? How might this work?
 - E.g. A text followed by more detailed letter/email, followed by a reminder text?

CONTENT

- What would be the key messages required to encourage you to consider switching? NOTE SPONTANEOUS IDEAS ON FLIPCHART THEN PROMPT ON;
 - Saving money
 - Ease of switching – What do they need to know? PROBE WITH CASS INFORMATION SLIDE TO SEE WHICH INFORMATION ON THIS IS RELEVANT
 - Not all banks are the same
 - Ease of comparison – explore appetite for this, how it might work, how this compares with making comparisons in other markets
 - Guarantee that things won't go wrong
 - Other people have switched
- For each of these that are relevant, explore the key information which is required?
 - How much or how little would be required to encourage consideration of switching?
 - What exact information is required?

- What questions would need to be answered at this stage?
- How much personalisation is required?

TASKBOOK EXERCISE 4: ASK RESPONDENTS TO RANK THESE THEMES IN ORDER OF IMPORTANCE

- MODERATOR TO EXPLORE THE RELATIVE IMPORTANCE OF DIFFERENT PIECES OF INFORMATION
 - Which is the most important aspect to convey at this stage?

ONCE BROAD THEMES HAVE BEEN IDENTIFIED – EXPLAIN WE WANT TO EXPLORE REACTIONS TO SPECIFIC HEADLINE MESSAGES WHICH COULD BE USED IN THESE COMMUNICATIONS (INCLUDING SPECIFIC VERSIONS FOR THE VARIOUS TRIGGERS)

TASKBOOK EXERCISE 5: MODERATOR TO ROTATE ORDER AND ASK RESPONDENTS TO SCORE EACH MESSAGE OUT OF 5 IN TERMS OF HOW LIKELY IT IS TO MAKE THEM THINK ABOUT SWITCHING (WHERE 5 IS VERY LIKELY AND 1 IS NOT LIKELY AT ALL), BEFORE BRINGING THEM BACK TOGETHER AS A GROUP TO DISCUSS FURTHER...

- How do they feel about this message?
- Why would it have a high/medium/low impact?
- How could it be improved?
 - Are additional specifics required?
 - Does it need to be worded more strongly or more softly?

GROUP EXERCISE- SPLIT RESPONDENTS INTO TEAMS AND PUT THEM IN CHARGE OF CREATING AN IDEAL COMMUNICATIONS STRATEGY. ASK THEM TO USE THE MESSAGE THEY THINK WOULD HAVE THE HIGHEST IMPACT AND CONSIDER ANY ALTERATIONS THEY'D MAKE TO WORDING/TONE, TIMING, MEDIUM AND SENDER OF THE COMMUNICATION TO HAVE MAXIMUM IMPACT – CRUCIALLY ASK RESPONDENTS TO THINK ABOUT HOW THIS SORT OF MESSAGE COULD ATTRACT THEIR ATTENTION

- How could they ensure these comms aren't ignored?

Exploring perceptions of online comparison tool

(15 mins)

Moderator to explain that we'd briefly like to explore the other idea we mentioned earlier – making it easier to compare accounts

MODERATOR TO INTRODUCE THE REMEDY 3 CONCEPT ON A BOARD AS FOLLOWS;

- Recently there has been a market investigation into the lack of competition in the retail banking market i.e. relatively few people switch their main bank account provider
- The investigation identified a number of possible ways of encouraging people to consider moving
- One idea is to make it easier for customers to compare bank accounts, and for these comparisons to be personalized based on their account usage.

- How do they feel about this idea?
- How might it work?

- If you were looking to switch what would be the key information you would be looking to compare when choosing a provider? SPONTANEOUS THEN PROMPT USING SORTCARDS ON THE IMPORTANCE OF;
 - Additional benefits on the account
 - Interest rates
 - Introductory offers
 - Overdraft facilities and charges
 - Service quality
 - Online banking functionality
 - App functionality
 - Branch proximity
 - [BUSINESS ONLY] Access to lending
- How could these things be measured and compared? E.g. what does service quality mean in reality?

TASKBOOK EXERCISE 6: ASK RESPONDENTS TO RANK IN ORDER OF IMPORTANCE IN TASKBOOK WHICH OF THE PIECES OF KEY INFORMATION WOULD BE MOST IMPORTANT IN CHOOSING A PROVIDER

Summary

(5 mins)

- Overall what do you think are the main things to consider in developing communications to encourage people to consider switching?

THANK & CLOSE

3.2.2 Depth Discussion Guide

Depth interview – 60 minutes

Discussion plan overview		
7. Introduction / warm up	Purpose of section: Put respondent at ease, introduce the research, find out some background details of respondents, relax them, get the respondent talking	5 minutes
8. Exploring triggers to switching current accounts	Purpose of section: To explore potential triggers for switching current accounts and understand which 'push' factors are likely to be most influential	15 minutes
9. Exploring ideas for increasing engagement	Purpose of section: To explore what would encourage switching at these trigger points, and reactions to the idea of comms to prompt switching	10 minutes
10. Detailed exploration of ideal communications	Purpose of section: To explore consumer perceptions of appropriate timing, content, medium and sender for comms designed to maximise engagement	25 minutes

11. Summary

Purpose of section: To get the key take outs of the session

5 minutes

Introduction

(5 mins)

- Thank respondents for coming, explanation of purpose and operation of session
- Introduce self, Optimisa – who, what we are
- Purely research – no selling, no right/wrong answers, importance of honesty
- Structure of interview, e.g. informal, timings, what doing/talking about
- Confidentiality of personal details, no follow-up – MRS etc.
- Audio/video recording/viewing – why, uses and permission
- Any questions, concerns?

Consumer:

- First name, job, family, hobbies, main bank account – is this sole or joint?

Business:

- First name, organisation they are representing, role in the organisation
- Nature of business, number of employees
- Who their customers are (business, public, public sector, other) and how they come into

Exploring triggers to switching current accounts

(15 mins)

contact with them

- How they would describe the way the business manages its finances (engagement, confidence, attitudes towards risk)

Moderator to explain that first we'd like to talk a little bit about their main bank account

- **Who would they consider to be their main bank? Why?**
 - How long have they been with this provider
 - How would they describe their relationship with their main bank? SPONTANEOUS AND THEN PROMPT ON WHETHER THIS IS ACTIVE OR PASSIVE
 - What drives this?
 - How and when do they interact with them?
 - How satisfied are they with this?
 - What do you like/dislike about your current account? What features are important to them?
 - How do they tend to manage their money? (E.g. online vs. offline)
- Have they ever changed current account before? When? Why? If so, did they keep their old account open? Why/why not?
- Have they ever considered switching? When? Why?
 - If so, what has held them back from switching?
- What would make them consider switching in the future? MODERATOR TO NOTE DOWN POSSIBLE TRIGGERS FOR SWITCHING ON SORTCARDS – FOR EACH PROBE ON;
 - Are there specific 'events' that make them think about switching?

- Why would this make you consider switching?
- What would be your key considerations for switching if this occurred?
- Once spontaneous triggers have been identified , prompt on the potential for the following to act as triggers if not already mentioned (USING SORTCARDS);
 - Serious loss of service – explore what constitutes a ‘severe loss of service’
 - Serious banking errors – explore what these would have to be to warrant switching consideration
 - Bank charges – when does this become a trigger? SPONTANEOUS THEN PROMPT ON – unarranged vs. arranged overdraft? Unexpected vs. expected?
 - Branch closure
 - Major changes to the features of your account or the services your bank offers- what would these have to be to have an impact?
 - Making a formal complaint about your account – what would this have to be about to consider switching? What sorts of things would they consider making a complaint about? How would they go about making a complaint?
 - (IF RELEVANT) Transition from a student account to a graduate or standard account
 - (BUSINESS ONLY) End of free banking period on your account
- Once all potential triggers have been identified and discussed in detail, ask respondent to sort them into a hierarchy of what would be the most likely trigger to consider switching;
 - Prompt on reasons for the hierarchy chosen

Business only – currently operating in PCA

- Explore appetite for considering opening their business account with a different provider

Exploring ideas for increasing engagement

(10 mins)

Moderator to explain we’d now like to focus on a specific trigger [the one they’ve been recruited for] & briefly explore this situation if not already discussed...

- What would encourage them to take action in this situation? SPONTANEOUS AND THEN PROMPT ON;
 - Who might influence them in this situation?
 - Any information which would be required?
 - What steps they would expect to take?
- What deters them from switching in this situation?
 - What reassurance is required?

MODERATOR TO INTRODUCE THE REMEDY 1 CONCEPT ON A BOARD AS FOLLOWS;

- Recently there has been a market investigation into the lack of competition in the retail banking market i.e. relatively few people switch their main bank account provider
- The investigation identified a number of possible ways of encouraging people to consider moving
- One idea is for customers to be sent communications to prompt them to review their main banking provider, at times when they may be more open to consider a change.

-
- How do they feel about this idea?
- How might it work?
- How could these messages be made relevant to you? Is personalisation important – why?

Moderator to explain that before we discuss this idea in more detail, we'd like to speak more broadly about the communications which the respondent currently receives from suppliers to help us understand how these sorts of communications could stand out (Both banks and others)...

- What sort of comms do you receive from your suppliers?
 - How regularly do you receive these comms?
 - Do some suppliers comms stand out more than others? Why?
- More specifically what comms have you received in the last week? SPONTANEOUS THEN PROMPT ON;
 - Channels: Post, Email, Text
 - Which have you engaged with?
 - Which have you chosen to ignore?
 - What have you done with these comms?
 - Are there any examples of good or bad comms which you show us? What is it that makes these good or bad?
- What are the things which make you more likely to look at comms? SPONTANEOUS THEN PROBE ON ANY DIFFERENCES BY CHANNEL (POST, EMAIL, TEXT)

Detailed exploration of ideal communications

(25 mins)

Moderator to explain that we'd now like to explore reactions to the idea of communications to prompt you to consider switching in more detail [FOCUSSING ON EACH RESPONDENTS SPECIFIC TRIGGER]

TIMING

- Firstly, thinking of this specific example – At what point in relation to the trigger would be most likely to be receptive to messages?
 - How long does this opportunity last? i.e. any negative feeling where they would be open to switching
 - Why this time?
 - Is this a one-off or is there more than one time when these comms might be relevant?
 - How frequently would you be open to receiving these sorts of comms?
 - How specific is the time? i.e. does the prompt need to be instant?

SENDER

- Who would you expect these sorts of communications to be from? If not from their bank then who would be relevant third parties? SPONTANEOUS AND THEN PROMPT ON HOW PEOPLE FEEL ABOUT THE FOLLOWING SENDERS;
 - Their bank
 - Competitor banks
 - Which?
 - FCA
 - Go Compare
 - Money Saving Expert
- Who would they prefer to receive this information from? Why?
 - Briefly explore what they do with any other comms they receive from this sender?
- Who would they definitely not want to receive this information from? Why?
- Which sender would they be most likely to read information from? Listen to? Why?

- Explore reactions to simple opt-in, to receive these sorts of prompts? How do they feel about this idea?

MEDIUM

- How would they expect to receive this sort of a prompt? SPONTANEOUS THEN PROMPT ON;
 - Letter
 - Email
 - Text
 - App notification
 - Pop-up on online banking website
 - Advertising
 - Branches – leaflets vs. posters vs. being told by staff
- Which of these are they most likely to take note of?
 - Briefly explore other communications of this medium they receive, what they do with them and any action taken?
- Does this depend on when the communications are sent? Why?
- Are communications from multiple mediums appropriate? How might this work?
 - E.g. A text followed by more detailed letter/email, followed by a reminder text?

CONTENT

- What would be the key messages required to encourage you to consider switching?
SPONTANEOUS THEN PROMPT ON;
 - Saving money
 -
 - Ease of switching – What do they need to know? PROBE WITH CASS INFORMATION SLIDE TO SEE WHICH INFORMATION ON THIS IS RELEVANT
 - Not all banks are the same
 - Ease of comparison – explore appetite for this, how it might work, how this compares with making comparisons in other markets
 - Guarantee that things won't go wrong
 - Other people have switched
- For each of these that are relevant, explore the key information which is required?
 - How much or how little would be required to encourage consideration of switching?
 - What exact information is required?
 - What questions would need to be answered at this stage?
 - How much personalisation is required?
- MODERATOR TO EXPLORE THE RELATIVE IMPORTANCE OF DIFFERENT PIECES OF INFORMATION
 - Which is the most important aspect to convey at this stage?

ONCE BROAD THEMES HAVE BEEN IDENTIFIED – EXPLAIN WE WANT TO EXPLORE REACTIONS TO SPECIFIC HEADLINE MESSAGES WHICH COULD BE USED IN THESE COMMUNICATIONS (INCLUDING SPECIFIC VERSIONS FOR THE VARIOUS TRIGGERS) – ROTATE ORDER AND TAKING EACH IN TURN – SPLITTING INTO HIGH IMPACT, MEDIUM IMPACT, LOW IMPACT PILES;

- How do they feel about this message?
- Why would it have a high/medium/low impact?
- How could it be improved?
 - Are additional specifics required?
 - Does it need to be worded more strongly or more softly?
- OVERALL, which is your preferred message and why?
 - Does it depend on timing, medium and who it's from? Why?

Summary

(5 mins)

- Overall what are the key things you'd want to hear to prompt you to consider switching at this [SPECIFIC TRIGGER] point? How and when would this best be received?

OPPORTUNITY FOR VOX POPS

THANK & CLOSE

3.3 Stimulus

Group and Depth stimulus

3.3.1 Triggers Sortcards

1a

Serious loss of service

1b

Overdraft charges on the account

1c

Branch Closure

1d

Changes to your account features

1e

Making a formal complaint about your account

1f

Transition from a student account to graduate or standard account

1g

**End of the free banking
period on your account**

1h

Serious banking errors

3.3.2 Senders Sortcards

Your bank

Competitor banks

Which?



MoneySavingExpert.com

3.3.3 Medium of Communications Sortcards



Letter



Email



App notification



**Pop up on online
banking website**



Advertising



Text



In branch

3.3.4 Content Stimulus

2a

Saving money

2c

Ease of switching

2d

**Not all banks are the
same**

2e

**Ease of comparing
accounts**

2f

**Guarantees that
things won't go
wrong if you switch**

2g

**Other people have
switched**

3.3.5 CASS Information Slide

The **Current Account Switch Service** makes switching from one bank or building society to another simple whether you're a consumer, small charity or small business. You'll find the main benefits of the service below.

- *Choose a switch date to suit you:* To make the whole process even easier you can choose your own switch date. Just make sure you allow seven working days for the switch process to take place.
- *Payments transfer automatically:* When you switch your current account all your Direct Debits and standing orders will move over too.
- *Payments are redirected for 36 months:* Any payments accidentally made to your old account will be redirected to your new account for 36 months, so there's no need to worry about missing payments.
- *The switching process is the same everywhere:* The Current Account Switch Service is supported by UK banks and building societies, ensuring the process is the same wherever you're switching to.

3.3.6 Headline Messages Stimulus

Consumer Headline Messages

Saving money
3p

A

Are you paying too much in bank charges? You could save as much as £x a year by choosing a different provider.

Saving money
3p

B

Dissatisfied with your bank charges? Regularly using an overdraft doesn't mean you can't switch your current account provider.

Saving money
3p

D

On the basis of your account usage in the last year we anticipate that our charges to you next year will be around £xxx. We attach a Which? comparison of bank charges so you can see how we compare.

Not wasting money
3p

F

Are you getting the most from your current account? You could earn as much as £x a year by choosing a different provider.

Ease of switching
2g

G

Is it time you thought about a change? The *Current Account Switch Service* has made it easier to switch bank accounts than ever before, with the whole process managed by your new bank or building society

Not all banks are the same
2h

H

Research has shown that other banks deliver consistently more reliable service than yours does. If you'd like to know more, click [here](#).

Not all banks are the same
2j

J

Most relationships with banks last longer than marriages. Not all banks are the same so think carefully about who you choose.

Ease of comparison
2l

L

Remember it might be worth switching your current account provider – for an industry wide, personalised comparison of the best offers around, visit the Government backed Midata website.

Guarantees that things won't go wrong
2n

N

No more excuses: The Current Account Switch Service now guarantees that nothing will go wrong if you switch your bank account.

Other people switch
2o

O

It's easier to change banks than you think: over 1 million people have done it since this time last year.

SMEs Headline Messages

Saving money
2a

A

Are you paying too much in bank charges? You could save as much as £x a year by choosing a different provider.

Saving money
2b

B

Dissatisfied with your bank charges? Using your banks lending facilities doesn't mean you can't switch your business account provider.

Saving money
3d

D

On the basis of your account usage in the last year we anticipate that our charges to you next year will be around £xxx. We attach a Which? comparison of bank charges so you can see how we compare.

Not wasting money
3f

F

Are you getting the most from your business account? You could save as much as £x a year by choosing a different provider.

Ease of switching
3g

G

Is it time you thought about a change? The *Current Account Switch Service* has made it easier to switch bank accounts than ever before, with the whole process managed by your new bank or building society

Not all banks are the same
3h

H

Research has shown that other banks deliver consistently more reliable service than yours does. If you'd like to know more, click [here](#).

Not all banks are the same
31

J

Most relationships with banks last longer than marriages. Not all banks are the same so think carefully about who you choose.

Best of comparison
31

L

Remember it might be worth switching your business account provider – for an industry wide, personalised comparison of the best offers around, visit the Government backed Midata website.

Guarantee that things won't go wrong
30

N

No more excuses: The Current Account Switch Service now guarantees that nothing will go wrong if you switch your bank account.

Other people switch
30

O

It's easier to change banks than you think: over 1 million people have done it since this time last year.

3.3.7 Group Exercise- Communications Strategy

You're in charge...

Imagine you are in charge of creating a communications strategy. What would you do to make sure this caught people's attention?

In your team please consider the following...

What information would you include...

How the message would be sent e.g. letter, email

When the message would be sent

Who would send the message

The wording and tone of the message

3.3.8 Online Comparison Tool Stimulus

3A

Additional benefits on the account

3B

Interest rates

3C

Introductory offers

3D

**Overdraft facilities and
charges**

3E

Service quality

3F

**Online banking
functionality**

3G

App functionality

3H

Branch proximity

Access to lending

3.3.9 Remedy Descriptions

IDEA 1

- Recently there has been a market investigation into the lack of competition in the retail banking market i.e. relatively few people switch their main bank account provider
- The investigation identified a number of possible ways of encouraging people to consider moving, all of which would be enforced by the regulator
- One idea is for customers to be sent communications to prompt them to review their main banking provider, at times when they may be more open to consider a change.

IDEA 2

- Recently there has been a market investigation into the lack of competition in the retail banking market i.e. relatively few people switch their main bank account provider
- The investigation identified a number of possible ways of encouraging people to consider moving
- One idea is to make it easier for customers to compare bank accounts, and for these comparisons to be personalized based on their account usage.

3.3.10 Task book

Task 1: Triggers that would prompt you to switch

In the box below, please note down all of the possible events that could happen which would prompt you to consider switching your main bank account:

Please write down anything that comes to mind...

2

Task 2: Top three triggers

Write down the top three triggers which are most likely to prompt you to switch your main account:

Ranking	Triggers to switching
1 st	
2 nd	
3 rd	

3

Task 3: Communications to prompt consideration of switching

Thinking about this sort of prompt to consider switching, Please answer the following questions:

When would be the best time to send these sorts of communications?

Who would you want these sort of communications to come from?

How you would want these sorts of communications to be sent (by letter, email, text etc?)

What information would you want to be included?

4

Task 4: Ranking information to include in these communications

In the table below, please rank the types of information which could be sent:

Ranking	Type of information
1 st	
2 nd	
3 rd	
4 th	
5 th	
6 th	

5

Task 5: Reactions to specific messages

In the table below, please give each message a score out of 5, in terms of how likely it is to make you consider switching (where 5 is very likely and 1 is not very likely at all):

Message (letter)	Likelihood of considering switching	Why?

6

Task 6: Importance of information

Using the table below, please rank in order of importance which of the pieces of key information would be most important in comparing providers and why:

Ranking	Type of information	Reason for ranking?
1 st		
2 nd		
3 rd		
4 th		
5 th		
6 th		
7 th		
8 th		
9 th		

7

B. Remedy 1- Test and Refine Stage

3.4 Recruitment Materials

3.4.1 Recruitment Questionnaire- SME Depths screener

INTRODUCTION					
Good morning/afternoon/evening, my name is from Optimisa Research. We are conducting some research exploring people’s business banking experiences.					
We are conducting some depth interviews to explore attitudes towards current accounts and we would like to get your views. This would involve attending a depth interview lasting 60 minutes.					
Q1 Would you be interested in taking part?			(S)		
Yes			1	Q2a	
-----			---	-----	
No			2	T&C	
I’d like to ask you a few questions to make sure that we are speaking to the right people if that’s OK? So firstly...					
Q2a Can I just check if you or any members of your family or friends work or have ever worked in any of the following industries?			(M)		
Marketing			1		
Market Research			2		
Journalism			3		
Financial services (banks, building societies, insurance companies etc.)			4	T&C	
Financial advisers			5		
Any regulatory bodies (e.g FCA, CMA, Bacs, Payments UK etc.)			6		
-----			---	-----	
None of these			7	Q2b	
T&C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM NOT ALLOWED TO INTERVIEW ANYONE WHO WORKS IN THAT PARTICULAR INDUSTRY					
Q2b And have you attended any discussions/interviews for the purpose of market research during the past 6 months?			(S)		
Yes			1	T&C	
-----			---	-----	

		No	2	Q2c
<p>T&C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM NOT ALLOWED TO INTERVIEW ANYONE WHO HAS ATTENDED ANY DISCUSSIONS FOR THE PURPOSE OF RESEARCH DURING THE PAST 6 MONTHS</p>				
Q2c	How many group discussions/interviews for the purpose of market research have you ever attended?		None (S) 1 1 2 2 3 3 ----- 4 More than 3 ----- 5	Q2d ----- T&C
<p>T&C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM NOT ALLOWED TO INTERVIEW ANYONE WHO HAS ATTENDED MORE THAN 3 GROUP DISCUSSIONS/INTERVIEWS FOR THE PURPOSE OF RESEARCH</p>				
Q2d	Have you ever attended a group discussion or interview on the subject of business bank accounts?		Yes (S) ----- 1 No ----- 2	T&C - ----- Q3a
<p>T&C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM NOT ALLOWED TO INTERVIEW ANYONE WHO HAS ATTENDED A GROUP DISCUSSION ON THIS SUBJECT PREVIOUSLY</p>				
A bit about your business...				
Q3a	What area of business does your company/organisation cover?		(S) Agriculture/farming 1 Automotive 2 Building & Construction 3 Design 4 Education 5 Health & Social Work 6 Hotels & Restaurants 7 Retail (trade/wholesale) 8 Service 9 Transport 10 Utilities (water/gas/electricity) 11 Other (Please State) _____ 12 ----- Charity/Club/Society 13	Q3b ----- T&C

	RECRUIT A MIX ACROSS DEPTHS			
Q3b	And what is your business's turnover per year approximately?	(S) Under £250k 1 £250k-£1m 2 £1m - £2m 3 ----- £2m – £3.5m 4 £3.5 – 6.5m 5 ----- Over £6.5m 6	Q3c T&C	
	HALF TO CODE 1 – 3 IN EACH LOCATION HALF TO CODE 4 – 5 IN EACH LOCATION			
Q3c	How many employees does your business have – including you?	(S) One –(BUSINESS - I am a sole trader) 1 2-10 2 6-10 3 10-25 4 26-50 5 ----- 50+ 6	Q3d T&C	
	DEPTHS 17 - 20 MORE LIKELY TO BE SOLE TRADERS (CODE 1) OR MICROBUSINESSES (CODE 2)			
Q3d	And how long has your current business been operating?	(S) Less than 1 year 1 1 – 3 years 2 ----- 4 – 9 years 3 10 years or more 4	Q3e	
	DEPTHS 17 – 20 ALL TO CODE 1 OR 2 FOR OTHERS AIM FOR A MIX			

Q3e	<p>And does the nature of your business, require you to hold a foreign currency account for trading internationally?</p> <p style="text-align: right;">Yes (S) 1 ----- No 2</p> <p>NONE TO REQUIRE A CURRENCY ACCOUNT FOR TRADING INTERNATIONALLY</p>		T&C ----- Q3f
Q3f	<p>Are you responsible for the decision making and administration of your business's main bank account?</p> <p style="text-align: right;">Yes – solely (S) 1 ----- Yes - partly 2 ----- No 3</p>		Q4 ----- Q3g
Q3g	<p>Would someone who is responsible for the decision making and administration of your business's main bank account be interested in taking part?</p> <p style="text-align: right;">Yes (S) 1 ----- No 2</p>		Re-start from Q1 ----- T&C
A bit about your business bank account....			
Q4	<p>Have you ever switched the bank or building society at which you hold your main business bank account?</p> <p><i>By switching, I mean changed your current account from one provider to another whereby your new account becomes your main current account</i></p> <p style="text-align: right;">Yes (S) 1 ----- No 2</p>		Q5 ----- Q6
Q5	<p>How recently did you move your main business bank account to a new provider?</p> <p style="text-align: right;">In the last 3 years (S) 1 ----- 3– 5 years ago 2 Over 5 years ago 3</p>		T&C ----- Q6

	NONE TO HAVE SWITCHED THEIR BUSINESS ACCOUNT PROVIDER IN THE LAST 3 YEARS		
Q6	<p>How open would you be to considering switching the bank or building society at which you hold your main business bank account <u>in the next 12 months</u>?</p> <p>I would definitely consider switching my main business account 1</p> <p>I would probably consider switching my main business account 2</p> <p>-----</p> <p>I probably wouldn't consider switching my main business account 3</p> <p>I definitely wouldn't consider switching my main business account 4</p> <p>EXCLUDE ANYONE WHO WOULDN'T CONSIDER SWITCHING THEIR MAIN BUSINESS ACCOUNT</p>	<p>(S)</p> <p>1</p> <p>2</p> <p>-----</p> <p>3</p> <p>4</p>	<p>Q7a</p> <p>-----</p> <p>T&C</p>
Q7a	<p>Have you recently experienced any of the following with your main business bank account?</p> <p>Received notification you are coming to the end of your free banking period on your business account in the next 6 months</p> <p>-----</p> <p>Received notification your local branch will be closing in the next 6 months</p> <p>-----</p> <p>Been informed by the bank of major changes to your banking arrangements in the last 12 months (e.g. changes in lending terms, reduction in OD facilities, increases in charges)</p> <p>-----</p> <p>None of the above</p> <p>ALL TO HAVE EXPERIENCED AT LEAST ONE OF CODES 1-3 – ONLY GO THROUGH DETAILED QUESTIONS FOR THE SPECIFIC DEPTH YOU ARE RECRUITING FOR</p> <p>FREE BANKING PERIOD ENDING (DEPTHS 17-20) = CODE 1 AND GO TO Q8</p> <p>RECENT BRANCH CLOSURES (DEPTHS 13-16) = CODE 2 AND GO TO Q10a</p> <p>MAJOR ENFORCED CHANGES TO THEIR BANKING ARRANGEMENTS= CODE 3 AND GO TO Q7B</p>	<p>(M)</p> <p>1</p> <p>-----</p> <p>2</p> <p>-----</p> <p>3</p> <p>-----</p> <p>4</p>	<p>Q8a</p> <p>-----</p> <p>Q9a</p> <p>-----</p> <p>Q7b</p> <p>-----</p> <p>T&C</p>
Q7b	<p>Which of the following best describes the bank enforced changes to your bank arrangements?</p> <p>Changes to lending terms (either on overdraft or loan)</p> <p>Reduction in the overdraft facility</p> <p>Increases in bank charges</p> <p>Other (please specify)</p> <p>-----</p> <p>AIM TO RECRUIT A MIX AND ONLY RECRUIT THOSE WITH CHANGES THAT THEY FEEL HAVE HAD AN IMPACT ON THEIR BUSINESS</p>	<p>(S)</p> <p>1</p> <p>2</p> <p>3</p> <p>4</p>	<p>Q10</p>

ASK FREE BANKING PERIOD ENDING (DEPTHS 17-20) ONLY...			
Q8a	<p>Are you currently within your free banking period?</p> <p style="text-align: right;">Yes (S) 1</p> <p style="text-align: right;">-----</p> <p style="text-align: right;">No 2</p> <p>MUST BE WITHIN FREE BANKING PERIOD</p>	<p>(S)</p> <p>1</p> <p>-----</p> <p>2</p>	<p>Q8a</p> <p>-----</p> <p>T&C</p>
Q8b	<p>When does your free banking period come to an end?</p> <p style="text-align: right;">Less than 1 month (S) 1</p> <p style="text-align: right;">1-3 months 2</p> <p style="text-align: right;">3-6 months 3</p> <p style="text-align: right;">-----</p> <p style="text-align: right;">6-9 months 4</p> <p style="text-align: right;">9-12 months 5</p> <p style="text-align: right;">More than 12 months 6</p> <p>MUST BE COMING TO THE END OF THEIR FREE BANKING PERIOD IN THE NEXT 6 MONTHS.</p>	<p>(S)</p> <p>1</p> <p>2</p> <p>3</p> <p>-----</p> <p>4</p> <p>5</p> <p>6</p>	<p>Q10</p> <p>-----</p> <p>T&C</p>
A bit about your upcoming branch closure.... (DEPTHS 13-16) ONLY CODE 2 @ Q7...			
Q9a	<p>How often did you typically use this branch at the moment to manage your business account?</p> <p style="text-align: right;">Once a month or more (S) 1</p> <p style="text-align: right;">-----</p> <p style="text-align: right;">Less than once a month 2</p> <p>ALL TO HAVE TYPICALLY USED THE BRANCH ONCE A MONTH OR MORE</p>	<p>(S)</p> <p>1</p> <p>-----</p> <p>2</p>	<p>Q9b</p> <p>-----</p> <p>T&C</p>
Q9b	<p>Overall, what impact will this branch closure have on you?</p> <p style="text-align: right;">It will make no difference to me (S) 1</p> <p style="text-align: right;">-----</p> <p style="text-align: right;">It will cause me some inconvenience i.e. now expecting to have to travel out of my way to visit the nearest branch 2</p> <p>ALL TO BE UNHAPPY ABOUT THE BRANCH CLOSURE</p>	<p>(S)</p> <p>1</p> <p>-----</p> <p>2</p>	<p>T&C</p> <p>-----</p> <p>Q9c</p>

Q9c	<p>And do other banks or building societies have any branches nearby?</p> <p style="text-align: right;">Yes (S) 1 Q10</p> <p style="text-align: right;">----- ----- -----</p> <p style="text-align: right;">No 2 T&C</p> <p>ALL TO CODE YES – THERE ARE OTHER BANK BRANCHES NEARBY</p>	
ASK ALL – About your bank...		
Q10	<p>And can I just check who you have your main business current account with at present?</p> <p style="text-align: right;">(S)</p> <p style="text-align: right;">Adam & Company 1 Q11</p> <p style="text-align: right;">Allied Irish Bank 2</p> <p style="text-align: right;">Bank of Ireland UK PLC 3</p> <p style="text-align: right;">Bank of Scotland 4</p> <p style="text-align: right;">Barclays 5</p> <p style="text-align: right;">Clydesdale Bank 6</p> <p style="text-align: right;">Cumberland Building Society 7</p> <p style="text-align: right;">First Direct 8</p> <p style="text-align: right;">First Trust Bank 9</p> <p style="text-align: right;">Halifax 10</p> <p style="text-align: right;">Handesbanken 11</p> <p style="text-align: right;">HSBC Bank plc 12</p> <p style="text-align: right;">Isle of Man Bank 13</p> <p style="text-align: right;">Lloyds 14</p> <p style="text-align: right;">M&S Bank 15</p> <p style="text-align: right;">Metro Bank 16</p> <p style="text-align: right;">Nationwide Building Society 17</p> <p style="text-align: right;">Natwest 18</p> <p style="text-align: right;">Post Office 19</p> <p style="text-align: right;">RBS International 20</p> <p style="text-align: right;">Santander 21</p> <p style="text-align: right;">Tesco Bank 22</p> <p style="text-align: right;">The Co-operative Bank 23</p> <p style="text-align: right;">TSB 24</p> <p style="text-align: right;">Yorkshire Bank 25</p> <p style="text-align: right;">Yorkshire Building Society 26</p> <p style="text-align: right;">Other (Please specify) _____ 27</p> <p>RECRUIT A MIX OF BANKS</p>	

Q11	<p>And which of the following ways do you regularly use (at least once a month) to manage your account?</p> <p style="text-align: right;">(M)</p> <p style="text-align: right;">In Branch 1</p> <p style="text-align: right;">Over the telephone 2</p> <p style="text-align: right;">Online 3</p> <p style="text-align: right;">Tablet / Mobile phone app 4</p> <p style="text-align: right;">Other _____ 5</p> <p>EACH LOCATION: 2-3 TO CODE 3 1-3 TO CODE 4</p>		Q12
Q12	<p>And in which of the following ways has your bank communicated with you in the last year?</p> <p style="text-align: right;">(M)</p> <p style="text-align: right;">Post 1</p> <p style="text-align: right;">Email 2</p> <p style="text-align: right;">Online banking message 3</p> <p style="text-align: right;">Text 4</p> <p style="text-align: right;">Phone call 5</p> <p style="text-align: right;">Other _____ 6</p> <p>RECRUIT A MIX OF METHODS</p>		Q13
Q13	<p>Which of the following payment methods do customers use to pay you?</p> <p style="text-align: right;">(M)</p> <p style="text-align: right;">Cash 1</p> <p style="text-align: right;">Cheque 2</p> <p style="text-align: right;">Debit Card 3</p> <p style="text-align: right;">Credit Card 4</p> <p style="text-align: right;">Standing Order 5</p> <p style="text-align: right;">Direct Debit 6</p> <p style="text-align: right;">Electronic Transfer 7</p> <p style="text-align: right;">Mobile payments 8</p> <p style="text-align: right;">Online payment transfers 9</p> <p style="text-align: right;">Other (write in) 10</p> <p>AIM TO RECRUIT A MIX OF PAYMENT METHODS ACROSS DEPTHS AND RECRUIT</p>		

3.4.2 Recruitment Questionnaire- Consumer Depths screener

INTRODUCTION

Good morning/afternoon/evening, my name is from Optimisa Research. We are conducting some research exploring perceptions of current accounts and retail banking.

We are conducting some depth interviews and we would like to get your views. This would involve attending a depth interview lasting 60 minutes.

Q1	Would you be interested in taking part?	(S)	
	Yes	1	Q2a
	-----	----	-----
	No	2	T&C

I'd like to ask you a few questions to make sure that we are speaking to the right people if that's OK?

So firstly...

<p>Q2a Can I just check if you or any members of your family or friends work or have ever worked in any of the following industries?</p> <p>Marketing</p> <p>Market Research</p> <p>Journalism</p> <p>Financial services (banks, building societies, insurance companies etc.)</p> <p>Financial advisers</p> <p>Any regulatory bodies (e.g FCA, CMA, Bacs, Payments UK etc.)</p> <p>-----</p> <p>None of these</p> <p>T&C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM NOT ALLOWED TO INTERVIEW ANYONE WHO WORKS IN / HAS CLOSE FRIENDS/FAMILY WHO WORK IN THAT PARTICULAR INDUSTRY</p>	<p>(M)</p> <p>1</p> <p>25)</p> <p>31</p> <p>4--</p> <p>52</p> <p>6</p> <p>---</p> <p>7</p>	<p>T&C</p> <p>----</p> <p>T&C</p> <p>Q2b</p>
<p>Q2b</p> <p>And have you attended any discussions/interviews for the purpose of market research during the past 6 months?</p> <p>Yes</p> <p>-----</p> <p>No</p> <p>T&C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM NOT ALLOWED TO INTERVIEW ANYONE WHO HAS ATTENDED ANY DISCUSSIONS FOR THE PURPOSE OF RESEARCH DURING THE PAST 6 MONTHS</p>		

Q2c	How many group discussions/interviews for the purpose of market research have you ever attended?	None (S) 1 1 2 2 3 3 ----- 4 More than 3 ---- 5	Q2d ----- T&C
T&C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM NOT ALLOWED TO INTERVIEW ANYONE WHO HAS ATTENDED MORE THAN 3 GROUP DISCUSSIONS/ INTERVIEWS FOR THE PURPOSE OF RESEARCH			
Q2d	Have you ever attended a group discussion or interview on the subject of current accounts?	(S) Yes 1 ----- No 2	T&C - ----- Q3
T&C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM NOT ALLOWED TO INTERVIEW ANYONE WHO HAS ATTENDED A GROUP DISCUSSIONS/ INTERVIEW ON THE SUBJECT OF CURRENT ACCOUNTS FOR THE PURPOSE OF RESEARCH			

Q3	<p>Are you responsible for the decision making and administration of your current account?</p> <p>By current account, I mean a main bank account that your salary is paid into and you withdraw money or pay bills out of.</p> <p>Yes – solely</p> <p>Yes - jointly</p> <p>-----</p> <p>No</p> <p>T&C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM ONLY ALLOWED TO INTERVIEW THOSE WHO ARE JOINTLY OR SOLELY RESPONSIBLE FOR DECISION MAKING AND ADMINISTRATION REGARDING THEIR CURRENT ACCOUNT</p>	<p>(S)</p> <p>1</p> <p>2</p> <p>----</p> <p>3</p>	<p>Q4</p> <p>a</p> <p>----</p> <p>--</p> <p>T&C</p>
----	--	---	---

A bit about your current account...

Q4a	<p>Have you ever switched the bank or building society at which you hold your main current account?</p> <p><i>By current account, I mean a main bank account that your salary is paid into and you withdraw money or pay bills out of</i></p> <p><i>By switching, I mean changed your current account from one provider to another whereby your new account becomes your main current account</i></p> <p>Yes</p> <p>-----</p> <p>No</p>	<p>(S)</p> <p>1</p> <p>----</p> <p>2</p>	<p>Q4b</p> <p>----</p> <p>Q5</p>
-----	--	--	----------------------------------

Q4b	How recently did you move your main current account to a new provider?	(S)	T&C
	In the last 3 years	1	T&C
	-----	----	----
	3 – 5 years ago	2	
	Over 5 years ago	3	Q5
	NONE TO HAVE SWITCHED THEIR CURRENT ACCOUNT PROVIDER IN THE LAST 3 YEARS		
Q5	How open would you be to considering switching the bank or building society at which you hold your main current account in the next 12 months?	(M)	Q6a
	I would definitely consider switching my main current account	1	Q6a
	I would probably consider switching my main current account	2	Q6a
	-----	----	----
	I probably wouldn't consider switching my main current account	3	T&C
	I definitely wouldn't consider switching my main current account	4	T&C
	EXCLUDE THOSE WHO WOULDN'T CONSIDER SWITCHING THEIR MAIN CURRENT ACCOUNT – MONITOR DURING RECRUITMENT		

Q6a	<p>What kind of main current account do you have?</p> <p style="text-align: right;">(S)</p> <p style="text-align: right;">Standard current account 1</p> <p style="text-align: right;">Packaged account (i.e. an account you pay for with benefits) 2</p> <p style="text-align: right;">-----</p> <p style="text-align: right;">Graduate account 3</p> <p style="text-align: right;">-----</p> <p style="text-align: right;">Student account 4</p> <p>DEPTHS 1 – 9 ALL TO CODE 1 OR 2 AND GO TO Q6b</p> <p>DEPTHS 10 – 12 ALL TO CODE 3 AND GO TO Q9a</p> <p>NONE TO HOLD A STUDENT ACCOUNT</p>	(S)	Q6b
Q6b	<p>And have you recently experienced any of the following in relation to your main current account?</p> <p style="text-align: right;">(M)</p> <p style="text-align: right;">Received notification your local branch will be closing in the next 6 months 1</p> <p style="text-align: right;">-----</p> <p style="text-align: right;">Used either authorized or unauthorized overdraft facilities on your current account 2</p> <p style="text-align: right;">-----</p> <p style="text-align: right;">None of the above 3</p> <p>DEPTHS 1-3 TO CODE 1 – AND GO TO Q8a (MONITOR DURING RECRUITMENT AND KEEP ON HOLD ANY RESPONDENTS WHO HAVE RECENTLY SEEN THEIR LOCAL BRANCH CLOSE (LAST 6 MONTHS))</p> <p>DEPTHS 4-9 TO CODE 2 AND GO TO Q7a</p>	(M)	Q8a
<p>A bit about your overdraft usage... ASKED TO THOSE WHO CODE 2 ONLY @ Q6B</p>			
Q7a	<p>Over the last year, how many months of the year have you used an overdraft on your main current account?</p>		

		(S)	
	11-12 months	1	Q7b
	9-10 months	2	
	-----	---	---
	6-8 months	3	
	3-5 months	4	
	Less than 3 months	5	T&C
	ALL TO HAVE GONE INTO THEIR OVERDRAFT AT LEAST 9 MONTHS OUT OF 12 IN THE LAST YEAR		
Q7b	And when you use your overdraft, which of these bands fits the amount you <i>typically</i> enter your overdraft each month?	(S)	
	Up to £100	1	T&C
	£100-£300	2	
	£301-£500	3	
	-----	---	---
	More than £500	4	Q7c
	ALL TO TYPICALLY GO OVER £500 INTO THEIR OVERDRAFT EACH MONTH – MONITOR THIS DURING RECRUITMENT (POTENTIAL TO RELAX)		
Q7c	And have you incurred any additional charges from going over and above your agreed overdraft limit in the last 3 months?	(S)	
	Yes	1	Q10
	-----	---	---
	No	2	Q7d

REGULAR OVERDRAFT USERS (PAYING ADDITIONAL CHARGES) TO CODE 1 AND GO TO Q10 REGULAR OVERDRAFT USERS (PAYING AT LEAST £10 PER MONTH) TO CODE TO CODE 2 AND GO TO Q7d		
Q7d	<p>And how much do you pay a month for your arranged overdraft facility?</p> <p style="text-align: right;">(S)</p> <p style="text-align: right;">Less than £10 a month 1 T&C</p> <p style="text-align: right;">-----</p> <p style="text-align: right;">£10-20 a month 2 Q10</p> <p style="text-align: right;">£20-30 a month 3</p> <p style="text-align: right;">£30+ a month 4</p>	
A bit about your upcoming branch closure...ASKED ONLY TO THOSE WHO CODE 1 @ Q6B		
Q8a	<p>How often did you typically use this branch at the moment to manage your account?</p> <p style="text-align: right;">(S)</p> <p style="text-align: right;">Once a month or more 1 Q8b</p> <p style="text-align: right;">-----</p> <p style="text-align: right;">Less than once a month 2 T&C</p> <p>ALL TO HAVE TYPICALLY USED THE BRANCH ONCE A MONTH OR MORE</p>	
Q8b	<p>Overall, what impact will this branch closure have on you?</p> <p style="text-align: right;">(S)</p> <p style="text-align: right;">It will make no difference to me 1 T&C</p> <p style="text-align: right;">-----</p> <p style="text-align: right;">It will cause an inconvenience i.e. will have to travel out of my way to visit the nearest branch 2 Q8c</p>	

ALL TO BE INCONVENIENCED BY THE BRANCH CLOSURE			
Q8c	And do other banks or building societies have any branches nearby?	(S)	
	Yes	1	Q10
	----	----	----
	No	2	T&C
ALL TO CODE YES – THERE ARE OTHER BANK BRANCHES NEARBY			
A bit about your change to graduate account...ASKED ONLY TO THOSE WHO CODE 3 @ Q6a			
Q9a	Did you go to University and complete an undergraduate degree?	(S)	
	Yes	1	Q9b
	----	----	----
	No	2	T&C
ALL TO HAVE RECENTLY GRADUATED FROM UNI			
Q9b	When you were at university did you hold a student account as your main current account?	(S)	
	Yes	1	Q9c
	-----	----	----
	No	2	
	Don't know	3	T&C
ALL TO HAVE HELD A STUDENT ACCOUNT AS THEIR MAIN ACCOUNT			

Q9c	Do you still hold this account as your main current account?	
	(S)	
	Yes – it's now a graduate account	1 Q9d
	Yes – it's now a standard current account	2
	-----	----
	No	4 T&C
ALL TO STILL HAVE THE ACCOUNT THEY HELD AT UNIVERSITY AS THEIR MAIN CURRENT ACCOUNT		
Q9d	Do you still make use of the free overdraft facility on your graduate account?	
	(S)	
	Yes	1 Q9e
	-----	----
		2 T&C
Q9e	And is your <u>free</u> overdraft facility due to be coming to an end in the next 12 months?	
	(S)	
	Yes	1 Q9f
	-----	----
	No	T&C
Q9f	Prior to going to university did you have another bank account?	
	(S)	
	Yes	1 Q9g
	No	2
RECRUIT A MIX		

Q9g	Which of these best describes your current working status?	(S)	
	In full time education	1	T&C
	-----	----	----
	In full time employment	2	
	In part time employment	3	Q9h
	Working in the voluntary sector	4	
	Unemployed	5	
	NONE TO BE IN FULL TIME EDUCATION		
Q9h	Which of these bands fits your annual income/salary?	(S)	
	Under £20k	1	Q10
	£20k-£30k	2	
	£30k+	3	
	RECRUIT A MIX		
ASK ALL – A little bit about your account...			
Q10	And can I just check who you have your current account with at present?	(S)	
	Santander	1	
	-----	----	
	Bank of Ireland UK PLC	2	
	Bank of Scotland	3	

Barclays	4	Q11	
C Hoare & Co	5		
Clydesdale Bank	6		
Coutts	7		
Cumberland Building Society	8		
Danske Bank	9		
First Direct	10		
First Trust Bank	11		
Halifax	12		
Handesbanken	13		
HSBC Bank plc	14		
Lloyds	15		
M&S Bank	16		
Metro Bank	17		
Nationwide Building Society	18		
Natwest	19		
Post Office	20		
RBS	21		
Tesco Bank	23		
The Co-operative Bank	24		
TSB	25		
Ulster Bank	26		
Yorkshire Bank	27		
Yorkshire Building Society	28		
Other (Please specify)_____			
ACROSS SAMPLE AIM FOR 3 TO CODE SANTANDER – AND RECRUITER TO DOUBLE CHECK WHETHER			

THIS IS A 1.2.3 ACCOUNT			
Q11	<p>Which, if any, of the following benefits do you have with your account?</p> <p>Cash back on bills/purchases 1</p> <p>Better interest rate 2</p> <p>Additional services (i.e. insurance) 3</p> <p>Other (please specify) 4</p> <p>-----</p> <p>None of these 6</p> <p>RECRUIT A MIX OF BENEFITS PEOPLE HAVE ON THEIR ACCOUNTS</p>	(M)	Q12
Q12	<p>And which of the following ways do you regularly use to manage your account? i.e. at least once a month</p> <p>In Branch 1</p> <p>Over the telephone 2</p> <p>Online 3</p> <p>Tablet / Mobile phone app 4</p> <p>Other_____ 5</p> <p>AIM TO RECRUIT A MIX OF BANKING CHANNELS USED</p>	(M)	Q13
Q13	<p>And in which of the following ways has your bank communicated with you in the last year?</p> <p>Post 1</p>	(M)	

		Email	2	Q14
		Online banking message	3	
		Text	4	
		Phone call	5	
		Other _____	6	
<p>AIM TO RECRUIT A MIX OF CHANNELS USED</p>				
<p>ASK ALL- A little bit about you...</p>				
Q14	Can you tell me how old you are?		(S)	
		18 – 20 years	1	T&C
		-----	----	----
		21 - 25 years	2	
		-----	----	
		26 –29 years	3	
		30- 39 years	4	
		40 – 44 years	5	
		-----	----	Q15
		45 - 49 years	6	
		50 – 54 years	7	
		55 - 59 years	8	
		60 years or over	9	
<p>NONE TO BE UNDER 20 YEARS OLD</p>				
<p>ONLY DEPTHS 10-12 RECENT GRADUATES TO CODE 2</p>				

NATURAL FALL OUT ACROSS DEPTHS 1-9 OF CODES 3-9				
Q15a	Who is the chief income earner in the household? Is it ...		(S)	
	Yourself	1		
	Other	2		Q15b
Q15b	And what is the occupation of the chief income earner?			Q15c
Q15c	Can you tell me the highest level of qualification that the chief income earner has?			
	PROBE			Q15d
Q15d	What industry is the chief income earner in?			
Q15e	And how many staff is the chief income earner responsible for?			
Q15f	DO NOT READ OUT - PLEASE CHECK CRITERIA			
	SOCIAL CLASS OF RESPONDENT (FROM QUESTIONS Q9a – Q9e)		(S)	
	A	1		T&C
	----	----		----
	B	2		
	C1	3		
	C2	4		Q16
	----	----		----
	D	5		
	E	6		T&C

AIM FOR A MIX			
Q16	DO NOT READ OUT		
INTERVIEWER NOTE GENDER OF RESPONDENT		(S)	
		Male	1
		Female	2
AIM FOR A MIX			

3.5 Discussion Guide

Discussion plan overview		
12. Introduction / warm up	Purpose of section: Put respondent at ease, introduce the research, find out some background details of respondents, relax them, get the respondent talking	2-3 minutes
13. Exploring communications received	Purpose of section: To explore previous communications respondents have received; both generally and from their bank	10 minutes
14. Spontaneous reactions to the communications	Purpose of section: To explore spontaneous reactions to trigger based communications in terms of content, timing and channel	15 minutes
15. Detailed reactions on messaging	Purpose of section: To explore in detail the importance of different types of communication, depending on channel	15 minutes
16. Additional considerations	Purpose of section: To explore reactions to other possible alternative methods for message communication	15 minutes
17. Summary	Purpose of section: To get the key take outs of the session	2-3 minutes

1. Introduction (2-3 mins)

- Thank respondents for coming, explanation of purpose and operation of session
- Introduce self, Optimisa – who, what we are
- Purely research – no selling, no right/wrong answers, importance of honesty
- Structure of interview, e.g. informal, timings, what doing/talking about
- Confidentiality of personal details, no follow-up – MRS etc.
- Audio/video recording/viewing – why, uses and permission
- Any questions, concerns?

Consumer:

- First name, job, family, hobbies, main bank account (is this sole or joint?), any multi-bank arrangements (which other banks, what other products – savings, credit card, mortgages, loans)

Business:

- First name, organisation they are representing, role in the organization, how finances are managed within the organisation and their role in relation to this
- Nature of business, number of employees
- Who their customers are (business, public, public sector, other) and how they come into contact with them
- How they would describe the way the business manages its finances (engagement, confidence, attitudes towards risk)

2. Exploring communications received (10 mins)

Moderator to explain we'd first like to talk to them a little bit about their pre-task that asked them to look at communications they've received...

Begin with looking at communications generally...

- What different types of communications did you receive this week? (i.e. letter/text/email/app message etc.)?
- Who were these communications from?
- What have you done with the communications you have received?
 - Are some communications treated differently? Why?
- Which of the communications stood out? Why?
 - What made you look at them/consider them in more detail?
 - What were they about? (i.e. for information or a specific call to action – if so what?)
 - Who were they from?
 - EXPLORE importance of look and feel? Information provided on the envelope etc.
- Did you take any action off the back of receiving any communications this week?
 - What and why?
 - If not – do you ever take any action off the back of the communications you receive?
- How typical is this of the sorts of things you receive in a normal week?
 - Are there any other communications you receive which you tend to look at and/or consider more? What and why?

We also asked you to consider the ways you interact with your bank, and they interact with you...

- How do you feel about the relationship you have with your bank generally?
- What are the main ways you manage your banking? (i.e. branch, online, mobile, telephone)
 - Which different channels do you use and why?
 - How frequently do you use different channels?
- How does your bank tend to communicate with you?
 - What types of communication do you receive (i.e. letter/text/email/app message etc.)?
 - How often do they send each of these types of communication?
 - What sorts of messages do they send by each of these methods?
 - What do you do when you receive these communications?
 - Have you ever taken any action after receiving any of these communications?
- How does your bank's communications compare with those you receive from other providers?
 - Are you more or less likely to look at them? Why?
 - Do you get any other financial related communications from organisations you don't bank with? SPONTANEOUS THEN PROMPT ON;
 - Other banks
 - Advisers/accountants
 - Price comparison sites

3. Spontaneous reactions to communications

(15 mins)

Moderator to explain we'd like to explore reactions to a number of different communication messages which you might receive from your bank after a specific trigger (explain that these are just mock-ups at the moment so don't have any proper bank branding, and we'd like to focus on the content rather than the design)

MODERATOR TO SHOW COMMS DEPENDING ON RESPONDENTS PREFERRED CHANNEL AND ROTATE ORDER SHOWN ACROSS ALL INTERVIEWS (LETTER/EMAIL OR MOBILE APP/ONLINE BANKING NOTIFICATION)

VOX POP OPPORTUNITY – RECORD RESPONDENT LOOKING AT EACH VERSION AND CAPTURE INITIAL REACTIONS

- **Prompts on initial reactions**
 - What are your initial reactions to this communication? Likes/dislikes?
 - What action would you take as a result of this communication?
 - Is it the sort of thing you would expect to receive from your bank? Why?
 - What words would you use to describe this message?
 - What stands out to you within this communication? Why is this?
 - Which information/ parts are not read? Why?
- **Attitudes towards content included:**
 - What do you think about the information included?
 - Is this what you would expect to see?
 - More / less interesting inclusions?
 - Important vs. nice to have inclusions?
 - How do you feel about volume of information (too much / not enough, etc.)
 - Is there any information that you would want or expect to see?
 - Is there information they feel is missing – what is this? How important is it for it to be included?
 - What would make the communications more compelling? i.e. probe on monetary values, types of comparison information, additional information...
- **Overall perceptions:**
 - How would you feel about receiving this message?
 - How would you feel about your bank as a result of receiving this message?
 - What, if anything, would you imagine you would do as a result of getting this message?

ONCE EACH MESSAGE OPTION HAS BEEN SHOWN TO GAIN SPONTANEOUS FEEDBACK ON MODERATOR TO INTRODUCE THE REMEDY 1 CONCEPT ON A BOARD AS FOLLOWS (BRING THIS IN EARLIER IF GETTING LOTS OF QUESTIONS):

- Recently there has been a market investigation into the lack of competition in the retail banking market i.e. relatively few people switch their main bank account provider
- The investigation identified a number of possible ways of encouraging people to consider moving
- One idea is for customers to be sent communications to prompt them to review their main banking provider, at times when they may be more open to consider a change.

- How do you feel about this idea?
- Bearing this aim in mind, do you think the communications you've seen would work to prompt you at this trigger point?
- Which communications do you prefer and why?
 - Would you consider signing up with third parties to receive these sorts of comms? Who and why? What would get you to sign up?
- When would be the right time to receive these sorts of communications?
 - Would they expect to receive more than one? Why?
- Which channels would be most effective for these sorts of communications?
 - PROBE reactions to using more than one channel?

4. Detailed reactions to messaging

(15 mins)

Moderator to explain that we'd now like to focus on what works best from the messages we've just looked at (USE SORTCARDS TO SHOW THE DIFFERENT LEVELS OF INFORMATION WHICH COULD BE INCLUDED)...

- CORE REASON TO SWITCH:
 - What would be the key information for you to consider switching at this 'trigger' point?
 - Which of the messages we've shown you is most compelling? Why?
 - Is there anything you would change/add to it?
- COMPARISON INFORMATION:
 - How important is the information included around comparing accounts?
 - Should comparison information be included? If so who from – SPONTANEOUS AND PROMPT ON MIDATA/WHICH/MONEY SAVING EXPERTS/COMPARISON SITES
 - Would it be more trustworthy if compiled by own bank vs. FCA?
 - What would be the key information you would want to compare?
 - How much comparison information should be included?
 - How important is it for this information to be tailored to your account usage?
 - How do you feel about the references to MiData?
 - What (if any) additional information would you want to know?
- EASE OF SWITCHING INFORMATION:
 - And thinking about the ease of switching, how important do you think it is to include this sort of information?
 - How much (or little) of this information should be included?
 - Looking at the examples we've looked at, which example do you think worked best? Why?
 - Is there any additional information you would want to know?

Moderator to explain we've looked at a mixture of ways you could receive this information...

- Overall, which channels do you feel are most appropriate for these sorts of communications?
 - PROMPT ON LETTER/EMAIL/TEXT/ONLINE BANKING NOTIFICATION/MOBILE APP
 - Which channel of communication do you think you are most likely to take note of?
- For each channel which is relevant;
 - How much information would you include?
 - When would you expect to receive this sort of information?

5. Additional considerations

(15 mins)

Moderator to explain that we'd now like to explore reactions to another couple of ways these messages could be received...

MODERATOR TO EXPLAIN WE'VE FOCUSED ON PROMPTS THAT ARE RECEIVED AT SPECIFIC TRIGGER POINTS, BUT WHAT IF BANKS HAD TO REMIND CUSTOMERS THAT THEY COULD SWITCH PERIODICALLY?

- How do you feel about this idea?

- How regularly would you expect to receive these sorts of reminders?
- How would you expect to receive these sorts of reminders?
 - PROBE ON CHANNEL
 - Would you expect these to be standalone communications or alongside any other messages?
 - What if they were included as part of your annual account review? Is this something you would look at? Why?

MODERATOR TO SHOW STIMULUS WHICH SHOWS WHAT THIS MIGHT LOOK LIKE IN RELEVANT CHANNELS

- How do you feel about this an alternative way to receive the information?
- Would you make any improvements to it? If so, what?
- How would you say it compares to alternative specific trigger based communications?
 - Which do you think you are most likely to take note of? Why?
 - Would you expect this to include the same or different information?
- What impact do you imagine this communication would have if you were to receive it?

MODERATOR TO INTRODUCE THE IDEA OF SIGNING UP TO RECEIVE INFORMATION ABOUT SWITCHING FROM THIRD PARTIES

- How do you feel about this idea?
- How might this work?
- What impact do you imagine this communication would have if you were to receive it?
- PROMPT WITH EXAMPLE COMMUNICATIONS (LETTER OR ONLINE) – Who would they come from? SPONTANEOUS THEN PROMPT ON;
 - Other bank
 - FCA
 - Money Saving Expert/Which
 - Price comparison site

MODERATOR TO INTRODUCE THE IDEA OF BANKS HAVING TO INCLUDE INFORMATION ABOUT SWITCHING IN BRANCH

- How do you feel about this idea?
- What information should banks have to show in branch? SPONTANEOUS THEN PROMPT ON;
 - Switching information
 - Comparison information
- What if banks had to show some sort of league table, which showed how their accounts compare with competitors?
 - What information should be included in this?
 - What impact do you imagine this communication would have if you were to see it?

6. Summary (mins)

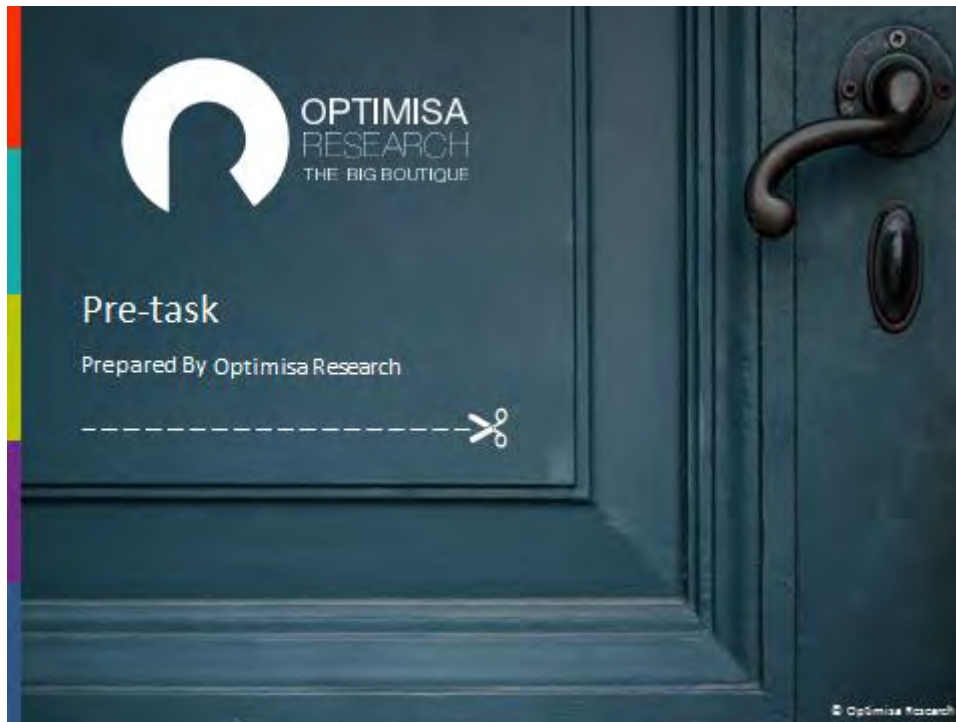
(2-3

- Overall, based on everything you've seen what do you think is most important in getting people to consider switching their bank account?
- Which communications are likely to be most effective?

OPPORTUNITY FOR VOX POPS

THANK & CLOSE

3.6 Pre-task



Introduction

Thank you for agreeing to take part in the research we are conducting!

Before we meet you we would like you to complete a short task, all the details of which are included in this pack.

Please also get in touch if you have any queries or concerns.

Charlotte Jones – Tel: [0113 387 1464](tel:01133871464) Email: Charlotte.Jones@optimisaresearch.com

Pip Light – Tel: [0113 387 1461](tel:01133871461) Email: Pip.Light@optimisaresearch.com

Please make sure you have your answers with you when we meet.

We look forward to meeting you.

Kind regards,

Optimisa Research



2

Task 1: My Communications received



- Please think back over about any communications you've received from different providers this week and fill in the table on the next page. An example is given below to give you an idea of what we are after.
- By communications we mean any way in which information has been sent to you (i.e. via letter, email, text etc.)
- By providers we mean companies that provide/want to provide you a service (i.e. energy companies, TV/broadband providers, banks, shops etc.)
- Please keep these communications to hand for us to discuss at the interview

Type of communication	What was it about?	What did you do with it?
e.g. Letter from Talk Talk	Different internet packages	Opened it, but threw it away as happy with my provider
e.g. Text from my bank (Lloyds)	To say I was nearing my overdraft limit	Acted on it and logged onto my internet banking



Task 1: My Communications received cont.



Type of communication	What was it about?	What did you do with it?



Task 2: My bank and me...



- We'd now like you to think about all the different ways in which **your bank interacts with you** and fill in the table on the next page. Again, an example has been given to give you an idea of what we are after.

Method of interaction	How often do they interact with you in this way?	What was the last thing/reason they did this for?
e.g. Letter	Every 6 months	To let me know about a change to my account
e.g. Message on my online banking	Every couple of weeks	To let me know about other products
e.g. Text	After each occasion	When I set up a new payee on my online banking



Task 3: Me and my bank...



- This time we'd like you to think instead about all the different ways **you** interact with your bank and fill in the table on the next page. Again, an example has been given to give you an idea of what we are after.

Method of interaction	How often do you interact with your bank in this way?	What was the last thing/reason you did this for?
<i>e.g. mobile app</i>	<i>Every day</i>	<i>To check my balance and to see if a direct debit had gone out</i>
<i>e.g. visiting branch</i>	<i>Every month</i>	<i>To pay in a cheque</i>



Task 3: Me and my bank... cont.



You interact with your bank

Method of interaction	How often do you interact with your bank in this way?	What was the last thing/reason you did this for?

3.7 Stimulus

3.7.1 Branch Closure

Letter A

Mr AB Sample
123 Sample Street
Sample Town
Sample City
SP1 1SP

December 2015

Dear Mr Sample,

Your Optimisa Branch in Sample Town is closing.

After careful consideration, we have come to the difficult decision of closing our Optimisa branch in Sample Town on 2 January at 5pm, as a result of reduced usage in recent years.

We recognise you've either visited us here or are living nearby, so we would like to apologise for any inconvenience this may cause.

We can reassure you that none of your accounts will be affected by these changes. Following the closure, your nearest Optimisa Branch will be 60 Sample Street, Sample Hill, Sample City, SP10 1PS. As well as visiting alternative branches you may also wish to consider telephone banking or internet banking. Call **0800 000 000** or www.optimisabank.com for more information.






Alternative providers

We are required by the Financial Conduct Authority (FCA) to inform you of other banks whose branches are in close proximity to your exiting branch.

The map below shows other bank branches in the local area



The table below summarises the accounts provided by other banks in your local area;

Product & Provider	Interest rate (AER)	Authorised Overdraft	Account Extras	Switching Incentives
 Alt Bank Standard Account	5.00%	£5 per month	None	None
 Other Bank Standard Account	4.00%	£6 per month	None	None
 Optimisa Bank	2.00%	£1 per day	None	None
 Alt Bank Reward Account	1.00%	£0.50 per day	Cashback	None
 Zoo Bank Reward Account	0.01%	£5 per month	Cashback	£100

Switching to an alternative banking provider

You might be missing out on as much £x a year by staying with your current banking provider. You can switch bank accounts at any time and the *Current Account Switch Service* guarantees that switching from one bank or building society to another will be simple, quick and hassle-free. For more information visit: www.simplerworld.co.uk.

Any further questions

If you have any further questions or concerns, we're here to help and you can speak to us in branch, or on our dedicated helpline 0800 000 000. We're available Monday to Friday 8am – 8pm, and Saturday 9am – 6pm.

Yours sincerely,

Alan Smith
Bank Branch Manager

midata



Letter B

Mr AB Sample
123 Sample Street
Sample Town
Sample City
SP1 1SP

December 2015

Dear Mr Sample,

Your Optimisa Branch in Sample Town is closing.

After careful consideration, we have come to the difficult decision of closing our Optimisa branch in Sample Town on 2 January at 5pm, as a result of reduced usage in recent years.

We recognise you've either visited us here or are living nearby, so we would like to apologise for any inconvenience this may cause.

We can reassure you that none of your accounts will be affected by these changes. Following the closure, your nearest Optimisa Branch will be 60 Sample Street, Sample Hill, Sample City, SP10 1PS. As well as visiting alternative branches you may also wish to consider telephone banking or internet banking. Call 0800 000 000 or www.optimisabank.com for more information.

Switching to an alternative banking provider

This could be a good time to consider what other current accounts are available, and we have included a leaflet which provides more information about switching and the *Current Account Switch Service*.

Switching your bank account may be easier than you think;

- All you need to do is apply for a new account
- You can do it branch, over the phone or online
- You will have to provide some form of ID as part of the process
- The new bank or building society will then manage the switch

Alternative providers

Other banks who have branches in your local area include;

- Alt Bank, 20 Town Street, Sample City, SP1 9PS
- Other Bank, 40 Town Street, Sample City, SP1 8PP
- Zoo Bank, 8 High Street, Sample City, SP3, 4TP

Any further questions

If you have any further questions or concerns, we're here to help and you can speak to us in branch, or on our dedicated helpline 0800 000 000. We're available Monday to Friday 8am – 8pm, and Saturday 9am – 6pm.

Yours sincerely,

Alan Smith

Bank Branch Manager

Letter C

Mr AB Sample
123 Sample Street
Sample Town
Sample City
SP1 1SP

December 2015

Dear Mr Sample,

Your Optimisa Branch in Sample Town is closing.

After careful consideration, we have come to the difficult decision of closing our Optimisa branch in Sample Town on 2 January at 5pm, as a result of reduced usage in recent years.

We recognise you've either visited us here or are living nearby, so we would like to apologise for any inconvenience this may cause.

We can reassure you that none of your accounts will be affected by these changes. Following the closure, your nearest Optimisa Branch will be 60 Sample Street, Sample Hill, Sample City, SP10 1PS. As well as visiting alternative branches you may also wish to consider telephone banking or internet banking. Call 0800 000 000 or www.optimisabank.com for more information.

Switching to an alternative banking provider

We are required by the Financial Conduct Authority (FCA) to remind you that you could switch to an alternative banking provider. You can get a personalised industry wide, comparison of the best offers around, via the Government backed Midata website (www.midata.co.uk).

Alternative providers

The map below shows other bank branches in the local area;



Any further questions

If you have any further questions or concerns, we're here to help and you can speak to us in branch, or on our dedicated helpline 0800 000 000. We're available Monday to Friday 8am – 8pm, and Saturday 9am – 6pm.

Yours sincerely,

Alan Smith

Bank Branch Manager

Letter D

Mr AB Sample
123 Sample Street
Sample Town
Sample City
SP1 1SP

December 2015

Dear Mr Sample,

Your Optimisa Branch in Sample Town is closing.

After careful consideration, we have come to the difficult decision of closing our Optimisa branch in Sample Town on 2 January at 5pm, as a result of reduced usage in recent years. We recognise you've either visited us here or are living nearby, so we would like to apologise for any inconvenience this may cause.

Switching to an alternative banking provider

Remember, you might be able to save as much as £x a year by switching to a different banking provider. You can switch bank accounts at any time and the process is backed by the *Current Account Switch Service* guarantee.

Your closest alternative Optimisa and other bank branches

Following the closure, your nearest Optimisa Branch will be 60 Sample Street, Sample Hill, Sample City, SP10 1PS. We are required by the Financial Conduct Authority (FCA) to inform you of other banks whose branches are in close proximity to your exiting branch.

- Alt Bank, 20 Town Street, Sample City, SP1 9PS
- Other Bank, 40 Town Street, Sample City, SP1 8PP
- Zoo Bank, 8 High Street, Sample City, SP3, 4TP

Any further questions

We can reassure you that none of your accounts will be affected by these changes. As well as visiting alternative branches you may also wish to consider telephone banking or internet banking.

If you have any further questions or concerns, we're here to help and you can speak to us in branch, or on our dedicated helpline 0800 000 000. We're available Monday to Friday 8am – 8pm, and Saturday 9am – 6pm.

Yours sincerely,


Alan Smith


Bank Branch Manager



Email

Email A

**OPTIMISA
BANK**

A

Your local Optimisa Branch in Sample Town is closing on 2nd January

Dear Mr Sample,


After careful consideration, we have come to the difficult decision of closing our Optimisa branch in Sample Town on 2 January at 5pm, as a result of reduced usage in recent years. We recognise you've either visited us here or are living nearby, so we would like to apologise for any inconvenience this may cause.

We can reassure you that none of your accounts will be affected by these changes. Following the closure, your nearest Optimisa Branch will be 60 Sample Street, Sample Hill, Sample City, SP10 1PS. As well as visiting alternative branches you may also wish to consider telephone banking or internet banking. Call **0800 000 000** or www.optimisabank.com for more information.






Reminder, it might be worth considering switching your bank account provider

We are required by the Financial Conduct Authority (FCA) to inform you of other banks whose branches are in close proximity to your exiting branch.

The map below shows other bank branches in the local area;



The table below summarises the accounts provided by other banks in your local area;

Product & Provider	Interest rate (AER)	Authorised Overdraft	Account Extras	Switching Incentives
 Alt Bank Standard Account	5.00%	£5 per month	None	None
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 Optimisa Bank	2.00%	£1 per day	None	None
 Alt Bank Reward Account	1.00%	£0.50 per day	Cashback	None
 First Bank Reward Account	0.01%	£5 per month	Cashback	£100

Switching to an alternative banking provider

You might be missing out on as much £x a year by staying with your current banking provider. You can switch bank accounts at any time and the Current Account Switch Service guarantees that switching from one bank or building society to another will be simple, quick and hassle-free. For more information visit: www.simplerworld.co.uk.

Any further questions

If you have any further questions or concerns, we're here to help and you can speak to us in branch, or on our dedicated helpline 0800 000 000. We're available Monday to Friday 8am – 8pm, and Saturday 9am – 6pm

Thank you for banking with Optimisa Bank

Email B



B



Your local Optimisa Branch in Sample Town is closing on 2nd January

Dear Mr Sample,

After careful consideration, we have come to the difficult decision of closing our Optimisa branch in Sample Town on 2 January at 5pm, as a result of reduced usage in recent years. We recognise you've either visited us here or are living nearby, so we would like to apologise for any inconvenience this may cause.

We can reassure you that none of your accounts will be affected by these changes. Following the closure, your nearest Optimisa Branch will be 60 Sample Street, Sample Hill, Sample City, SP10 1PS. As well as visiting alternative branches you may also wish to consider telephone banking or internet banking. Call **0800 000 000** or www.optimisabank.com for more information.

Reminder, it might be worth considering switching your bank account provider

As such, have included an electronic leaflet which provides more information about switching and the Current Account Switch Service. Switching your bank account may be easier than you think;

- All you need to do is apply for a new account
- You can do it branch, over the phone or online
- You will have to provide some form of ID as part of the process
- The new bank or building society will then manage the switch

Alternative providers

Other banks who have branches in your local area include;

- Alt Bank, 20 Town Street, Sample City, SP1 9PS
- Other Bank, 40 Town Street, Sample City, SP1 8PP
- Zoo Bank, 8 High Street, Sample City, SP3, 4TP

Any further questions

If you have any further questions or concerns, we're here to help and you can speak to us in branch, or on our dedicated helpline 0800 000 000. We're available Monday to Friday 8am – 8pm, and Saturday 9am – 6pm.

Thank you for banking with Optimisa Bank

Email C



C



Your local Optimisa Branch in Sample Town is closing on 2nd January

Dear Mr Sample,

After careful consideration, we have come to the difficult decision of closing our Optimisa branch in Sample Town on 2 January at 5pm, as a result of reduced usage in recent years. We recognise you've either visited us here or are living nearby, so we would like to apologise for any inconvenience this may cause.

We can reassure you that none of your accounts will be affected by these changes. Following the closure, your nearest Optimisa Branch will be 60 Sample Street, Sample Hill, Sample City, SP10 1PS. As well as visiting alternative branches you may also wish to consider telephone banking or internet banking. Call 0800 000 000 or www.optimisabank.com for more information.

Reminder, it might be worth considering switching your bank account provider

We are required by the Financial Conduct Authority (FCA) to remind you that you could switch to an alternative banking provider. You can get a personalised industry wide, comparison of the best offers around, via the Government backed Midata website (www.midata.co.uk).

Alternative providers

The map across shows other bank branches in the local area;

	Optimisa Bank
	Alt Bank, 20 Town Street, Sample City, SP1 9PS
	Other Bank, 40 Town Street, Sample City, SP1 8PP
	Zoo Bank, 8 High Street, Sample City, SP3 4TP



Any further questions

If you have any further questions or concerns, we're here to help and you can speak to us in branch, or on our dedicated helpline 0800 000 000. We're available Monday to Friday 8am – 8pm, and Saturday 9am – 6pm.

Thank you for banking with Optimisa Bank

Email D



OPTIMISA
BANK

D



Your local Optimisa Branch in Sample Town is closing on 2nd January

Dear Mr Sample,

After careful consideration, we have come to the difficult decision of closing our Optimisa branch in Sample Town on 2 January at 5pm, as a result of reduced usage in recent years. We recognise you've either visited us here or are living nearby, so we would like to apologise for any inconvenience this may cause.

Switching to an alternative banking provider

Remember, you might be able to save as much as £x a year by switching to a different banking provider. You can switch bank accounts at any time and the process is backed by the Current Account Switch Service guarantee.

Alternative providers

Following the closure, your nearest Optimisa Branch will be 60 Sample Street, Sample Hill, Sample City, SP10 1PS. We are required by the Financial Conduct Authority (FCA) to inform you of other banks whose branches are in close proximity to your exiting branch.

- Alt Bank, 20 Town Street, Sample City, SP1 9PS
- Other Bank, 40 Town Street, Sample City, SP1 8PP
- Zoo Bank, 8 High Street, Sample City, SP3, 4TP

Any further questions

We can reassure you that none of your accounts will be affected by these changes. As well as visiting alternative branches you may also wish to consider telephone banking or internet banking.

If you have any further questions or concerns, we're here to help and you can speak to us in branch, or on our dedicated helpline 0800 000 000. We're available Monday to Friday 8am – 8pm, and Saturday 9am – 6pm.

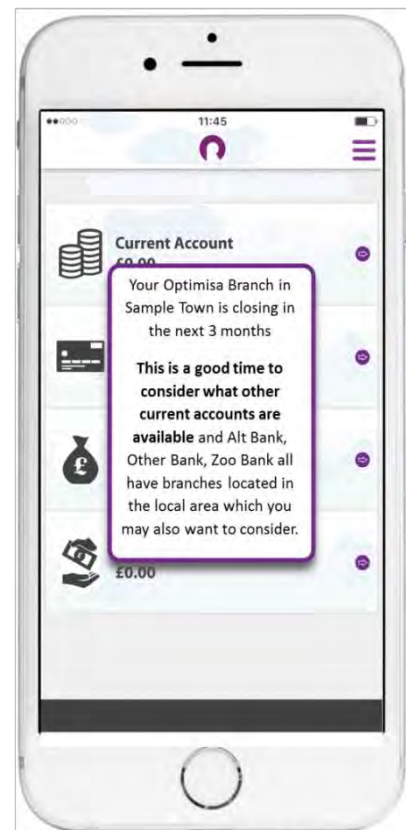
Thank you for banking with Optimisa Bank

Mobile App Notification

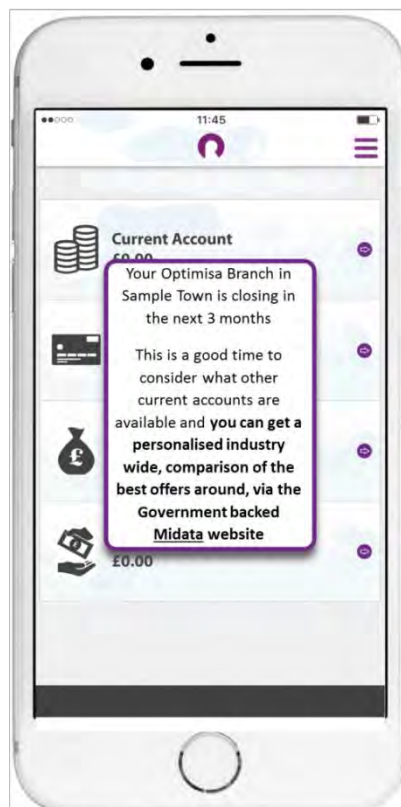
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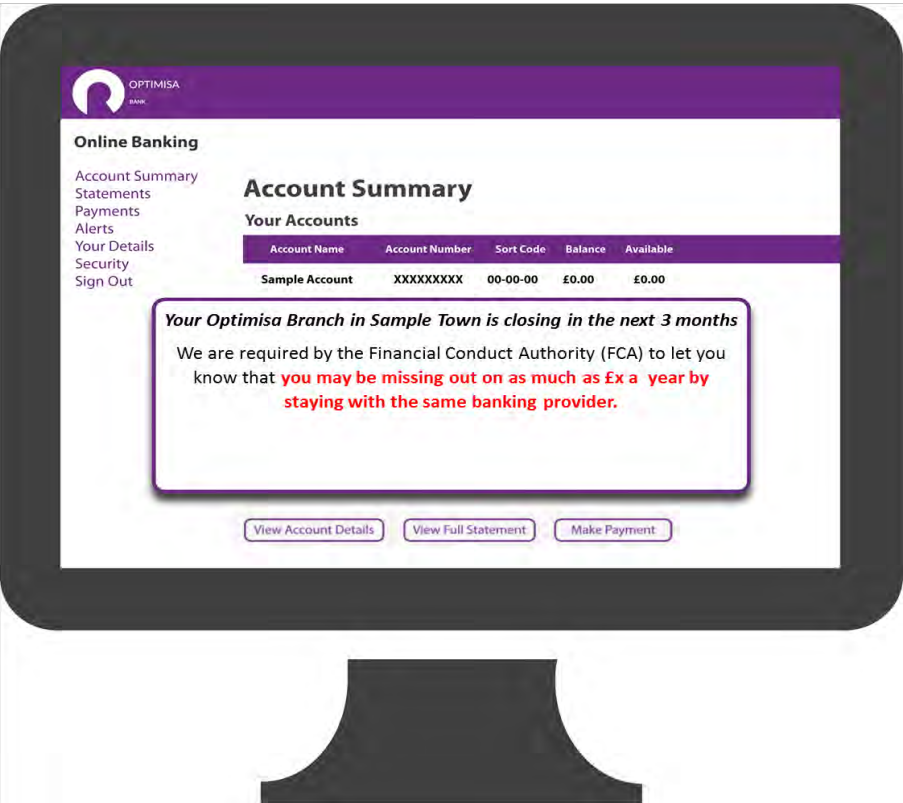


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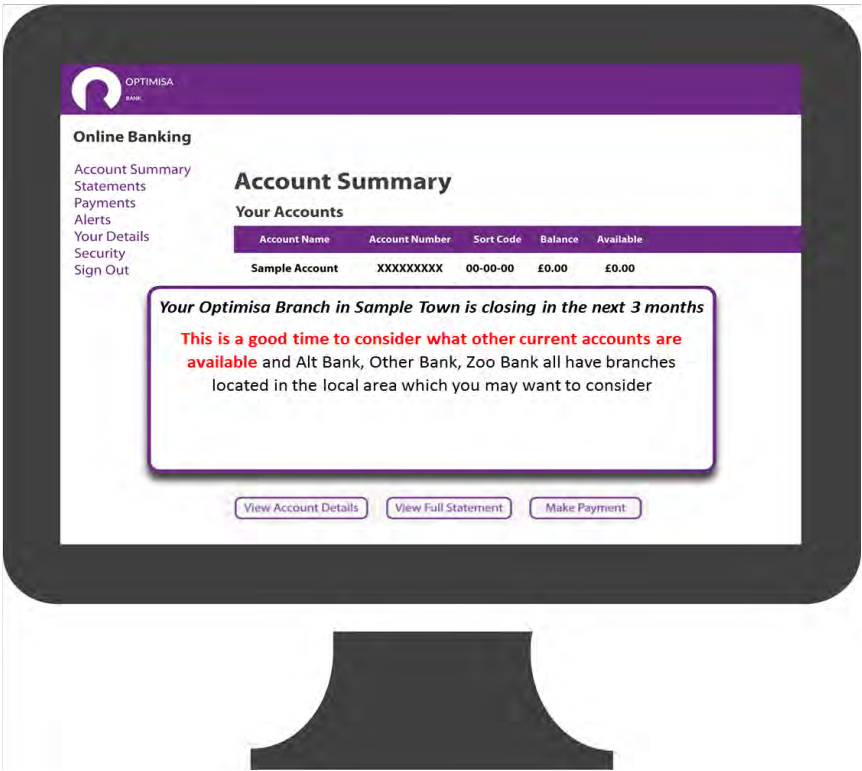


Online Banking Notification

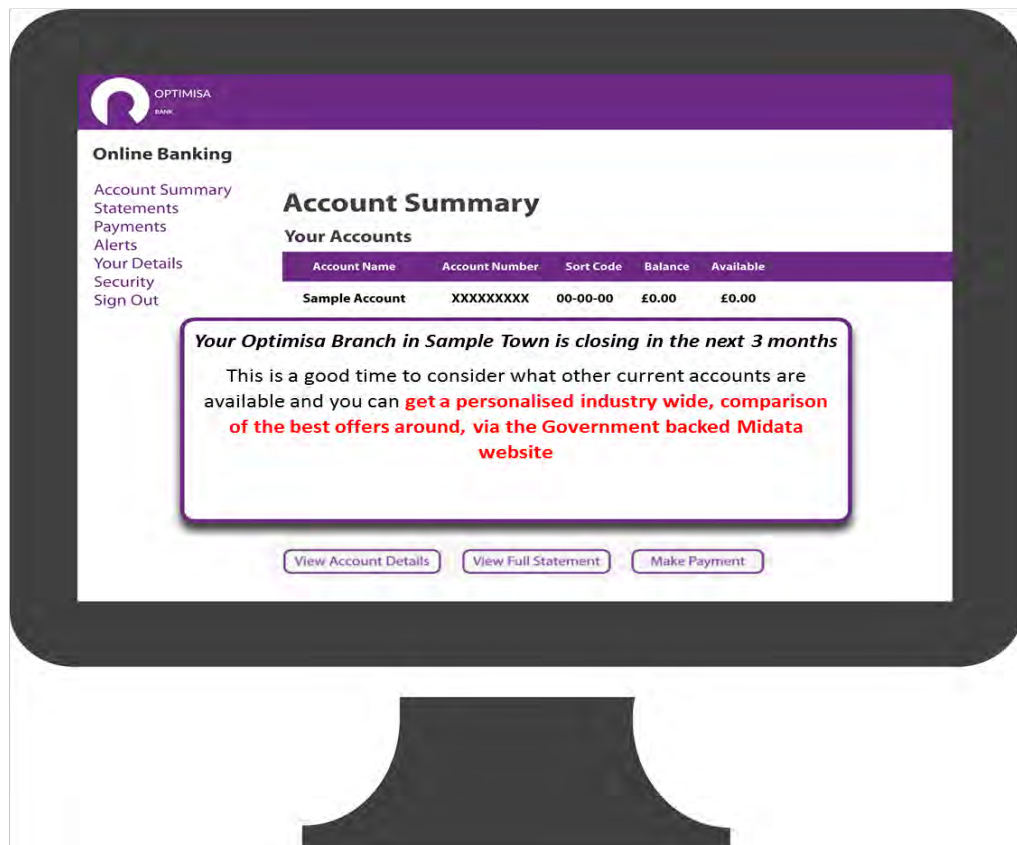
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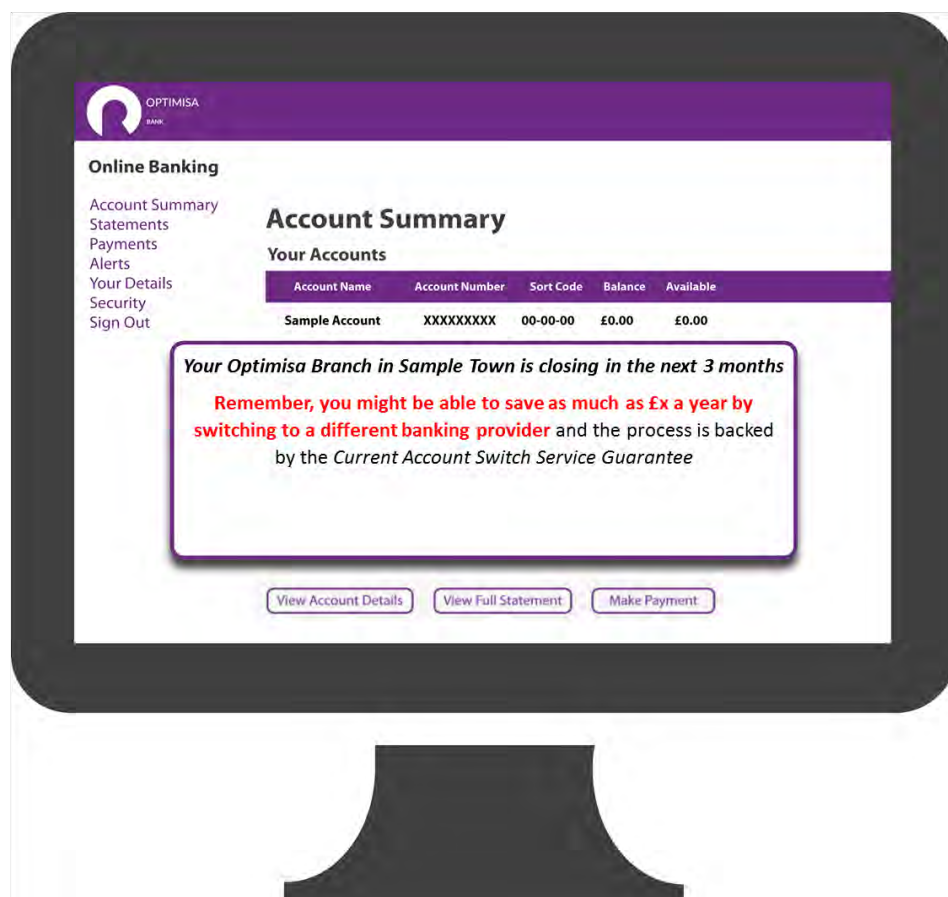
B



C



D



3.7.2 Changes to T&Cs

Letter A

Mr AB Sample
123 Sample Street
Sample Town
Sample City
SP1 1SP

December 2015

Dear Mr Sample,

Important changes to your bank account

We'd like to inform you that we're making changes to the charging structure on your business bank account. These will change on 1 January 2016 and from this date, the revised Terms and Conditions which you can find on our website: www.optimisabank.com/terms.

From 1 January 2016, the account charges on your account will be as follows;

	Existing charges	Charges from 1 January 2016
Monthly fee	£5.00	£7.50
Electronic payments (in or out)	FREE	FREE
Cash payments (in or out)	£0.80 per £100	£1 per £100
Cheques (in or out) and credit in	£0.70	£0.75

Alternative providers

We are required by the Financial Conduct Authority (FCA) to inform you of how our charges compare with other providers, as shown in the comparison table below;

Product & Provider	Monthly fee	Electronic payments (in or out)	Cash payments (in or out)	Cheques (in or out) and credit in
Alt Bank Standard Account	£5.00	FREE	£1 per £100	£0.75
Other Bank Standard Account	£7.50	FREE	£0.50 per £100	£0.75

Zoo Bank Reward Account	£6.00	FREE	£0.80 per £100	£0.60
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Switching to an alternative banking provider

You might be missing out on as much £x a year by staying with your current banking provider. You can switch bank accounts at any time and the *Current Account Switch Service* guarantees that switching from one bank or building society to another will be simple, quick and hassle-free. For more information visit: www.simplerworld.co.uk.

Any further questions

You don't need to do anything as a result of this change as your account details will remain the same, including your debit or credit cards, and login details for online or telephone banking.

If you have any further questions or concerns, we're here to help and you can speak to us in branch, or on our dedicated helpline 0800 000 000. We're available Monday to Friday 8am – 8pm, and Saturday 9am – 6pm.

Yours sincerely,

Alan Smith
Bank Branch Manager

midata



Letter B

Mr AB Sample
123 Sample Street
Sample Town
Sample City
SP1 1SP

December 2015

Dear Mr Sample,

Important changes to your bank account

We'd like to inform you that we're making changes to the charging structure on your business bank account. These will change on 1 January 2016 and from this date, the revised Terms and Conditions which you can find on our website: www.optimisabank.com/terms.

Switching to an alternative banking provider

This could be a good time to consider what other current accounts are available, and we have included a leaflet which provides more information about switching and the *Current Account Switch Service*. Switching your bank account may be easier than you think;

- All you need to do is apply for a new account
- You can do it branch, over the phone or online
- You will have to provide some form of ID as part of the process
- The new bank or building society will then manage the switch

Alternative providers

We also include a comparison table below provided by the Financial Conduct Authority (FCA), which shows how our new charges compare with those of other providers;

Product & Provider	Monthly fee	Electronic payments (in or out)	Cash payments (in or out)	Cheques (in or out) and credit in
Alt Bank Standard Account	£5.00	FREE	£1 per £100	£0.75
Other Bank Standard Account	£7.50	FREE	£0.50 per £100	£0.75
Zoo Bank Reward Account	£6.00	FREE	£0.80 per £100	£0.60
Optimisa Bank	£7.50	FREE	£1 per £100	£0.75

Any further questions

If you have any further questions or concerns, we're here to help and you can speak to us in branch, or on our dedicated helpline 0800 000 000. We're available Monday to Friday 8am – 8pm, and Saturday 9am – 6pm.

Yours sincerely,

Alan Smith
Bank Branch Manager

midata



Letter C

Mr AB Sample
123 Sample Street
Sample Town
Sample City
SP1 1SP

December 2015

Dear Mr Sample,

Important changes to your bank account

We'd like to inform you that we're making changes to the charging structure on your business bank account. These will change on 1 January 2016 and from this date, the revised Terms and Conditions which you can find on our website: www.optimisabank.com/terms.

From 1 January 2016, the account charges on your account will be as follows;

	Existing charges	Charges from 1 January 2016
Monthly fee	£5.00	£7.50
Electronic payments (in our out)	FREE	FREE
Cash payments (in or out)	£0.80 per £100	£1 per £100
Cheques (in or out) and credit in	£0.70	£0.75

Switching to an alternative banking provider

We are required by the Financial Conduct Authority (FCA) to remind you that you could switch to an alternative banking provider and you could save as much as £x a year by doing so. You can get a personalised industry wide, comparison of the best offers around, via the Government backed Midata website (www.midata.co.uk).

Any further questions

If you have any further questions or concerns, we're here to help and you can speak to us in branch, or on our dedicated helpline 0800 000 000. We're available Monday to Friday 8am – 8pm, and Saturday 9am – 6pm.

Yours sincerely,

Alan Smith



Letter D

Mr AB Sample
123 Sample Street
Sample Town
Sample City
SP1 1SP

December 2015

Dear Mr Sample,

Important changes to your bank account

We'd like to inform you that we're making changes to the charging structure on your business bank account. These will change on 1 January 2016 and from this date, the revised Terms and Conditions which you can find on our website: www.optimisabank.com/terms.

From 1 January 2016, the account charges on your account will be as follows;

	Existing charges	Charges from 1 January 2016
Monthly fee	£5.00	£7.50
Electronic payments (in our out)	FREE	FREE
Cash payments (in or out)	£0.80 per £100	£1 per £100
Cheques (in or out) and credit in	£0.70	£0.75

Switching to an alternative banking provider

Based on your account usage in the last year, we anticipate that our bank charges to you next year will increase by £x. Remember, you might be able to save as much as £x a year by switching to a different

banking provider. You can switch bank accounts at any time and the process is backed by the *Current Account Switch Service* guarantee.

Any further questions

You don't need to do anything as a result of this change as your account details will remain the same, including your debit or credit cards, and login details for online or telephone banking.


If you have any further questions or concerns, we're here to help and you can speak to us in branch, or on our dedicated helpline 0800 000 000. We're available Monday to Friday 8am – 8pm, and Saturday 9am – 6pm.

Yours sincerely,


Alan Smith
Bank Branch Manager

Email

Email A



A



We're making changes to the charging structure on your business bank account from 1st January

Dear Mr Sample,

We'd like to inform you that we're making changes to the charging structure on your business bank account. These will change on 1 January 2016 and from this date, the revised Terms and Conditions which you can find on our website: www.optimisabank.com/terms.

From 1 January 2016, the account charges on your account will be as follows;

	Existing charges	Charges from 1 January 2016
Monthly fee	£5.00	£7.50
Electronic payments (in or out)	FREE	FREE
Cash payments (in or out)	£0.80 per £100	£1 per £100
Cheques (in or out) and credit in	£0.70	£0.75

Alternative providers

We are required by the Financial Conduct Authority (FCA) to inform you of how our charges compare with other providers, as shown in the comparison table below;

Product & Provider	Monthly fee	Electronic payments (in or out)	Cash payments (in or out)	Cheques (in or out) and credit in
Alt Bank Standard Account	£5.00	FREE	£1 per £100	£0.75
Other Bank Standard Account	£7.50	FREE	£0.50 per £100	£0.75
Zoo Bank Reward Account	£6.00	FREE	£0.80 per £100	£0.60

Switching to an alternative banking provider

You might be missing out on as much £x a year by staying with your current banking provider. You can switch bank accounts at any time and the Current Account Switch Service guarantees that switching from one bank or building society to another will be simple, quick and hassle-free. For more information visit: www.simplerworld.co.uk.

Any further questions

You don't need to do anything as a result of this change as your account details will remain the same, including your debit or credit cards, and login details for online or telephone banking.

If you have any further questions or concerns, we're here to help and you can speak to us in branch, or on our dedicated helpline 0800 000 000. We're available Monday to Friday 8am – 8pm, and Saturday 9am – 6pm.

Thank you for banking with Optimisa Bank

Email B



B



We're making changes to the charging structure on your business bank account from 1st January

Dear Mr Sample,

We'd like to inform you that we're making changes to the charging structure on your business bank account. These will change on 1 January 2016 and from this date, the revised Terms and Conditions which you can find on our website: www.optimisabank.com/terms.

Switching to an alternative banking provider

This could be a good time to consider what other current accounts are available, and we have included a leaflet which provides more information about switching and the Current Account Switch Service. Switching your bank account may be easier than you think;

- All you need to do is apply for a new account
- You can do it branch, over the phone or online
- You will have to provide some form of ID as part of the process
- The new bank or building society will then manage the switch

Alternative providers

We also include a comparison table below provided by the Financial Conduct Authority (FCA), which shows how our new charges compare with those of other providers;


Product & Provider	Monthly fee	Electronic payments (in or out)	Cash payments (in or out)	Cheques (in or out) and credit in
Alt Bank Standard Account	£5.00	FREE	£1 per £100	£0.75
Other Bank Standard Account	£7.50	FREE	£0.50 per £100	£0.75
Zoo Bank Newward Account	£6.00	FREE	£0.80 per £100	£0.60
Optimisa Bank	£7.50	FREE	£1 per £100	£0.75

Any further questions


If you have any further questions or concerns, we're here to help and you can speak to us in branch, or on our dedicated helpline 0800 000 000. We're available Monday to Friday 8am – 8pm, and Saturday 9am – 6pm.

Thank you for banking with Optimisa Bank

Email C

 **OPTIMISA**
BANK

C



We're making changes to the charging structure on your business bank account from 1st January

Dear Mr Sample,

We'd like to inform you that we're making changes to the charging structure on your business bank account. These will change on 1 January 2016 and from this date, the revised Terms and Conditions which you can find on our website: www.optimisabank.com/terms.

From 1 January 2016, the account charges on your account will be as follows;

	Existing charges	Charges from 1 January 2016
Monthly fee	£5.00	£7.50
Electronic payments (in our out)	FREE	FREE
Cash payments (in or out)	£0.80 per £100	£1 per £100
Cheques (in or out) and credit in	£0.70	£0.75

Switching to an alternative banking provider

We are required by the Financial Conduct Authority (FCA) to remind you that you could switch to an alternative banking provider and you could save as much as £x a year by doing so. You can get a personalised industrywide, comparison of the best offers around, via the Government backed Midata website (www.midata.co.uk).

Any further questions

If you have any further questions or concerns, we're here to help and you can speak to us in branch, or on our dedicated helpline 0800 000 000. We're available Monday to Friday 8am – 8pm, and Saturday 9am – 6pm.

Thank you for banking with Optimisa Bank

Email D



D



We're making changes to the charging structure on your business bank account from 1st January

Dear Mr Sample,

We'd like to inform you that we're making changes to the charging structure on your business bank account. These will change on 1 January 2016 and from this date, the revised Terms and Conditions which you can find on our website: www.optimisabank.com/terms.

From 1 January 2016, the account charges on your account will be as follows;

	Existing charges	Charges from 1 January 2016
Monthly fee	£5.00	£7.50
Electronic payments (in or out)	FREE	FREE
Cash payments (in or out)	£0.80 per £100	£1 per £100
Cheques (in or out) and credit in	£0.70	£0.75

Switching to an alternative banking provider

Based on your account usage in the last year, we anticipate that our bank charges to you next year will increase by £x. Remember, you might be able to save as much as £x a year by switching to a different banking provider. You can switch bank accounts at any time and the process is backed by the Current Account Switch Service guarantee.

Any further questions

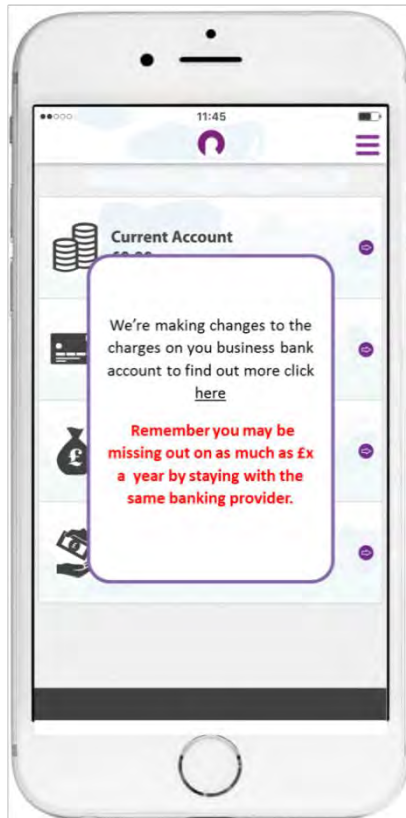
You don't need to do anything as a result of this change as your account details will remain the same, including your debit or credit cards, and login details for online or telephone banking.

If you have any further questions or concerns, we're here to help and you can speak to us in branch, or on our dedicated helpline 0800 000 000. We're available Monday to Friday 8am – 8pm, and Saturday 9am – 6pm.

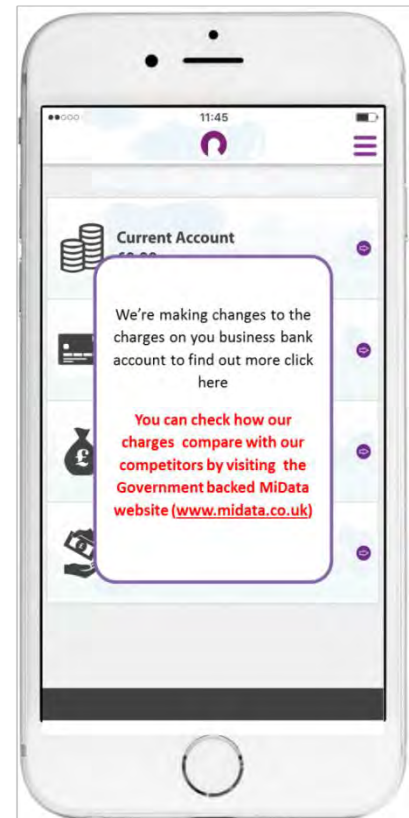
Thank you for banking with Optimisa Bank

Banking App Notification

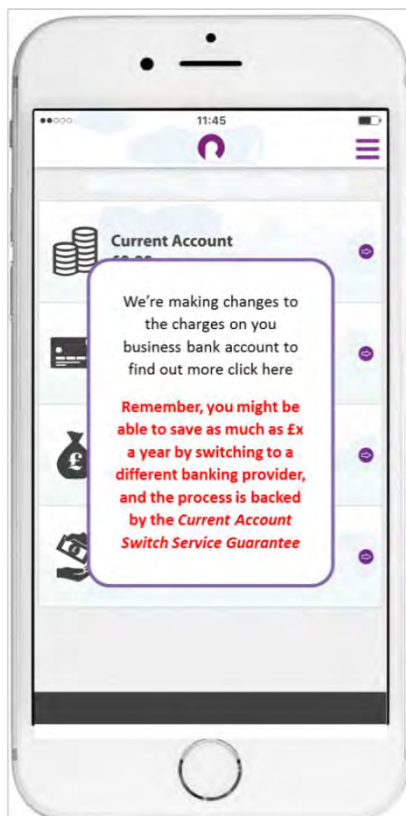
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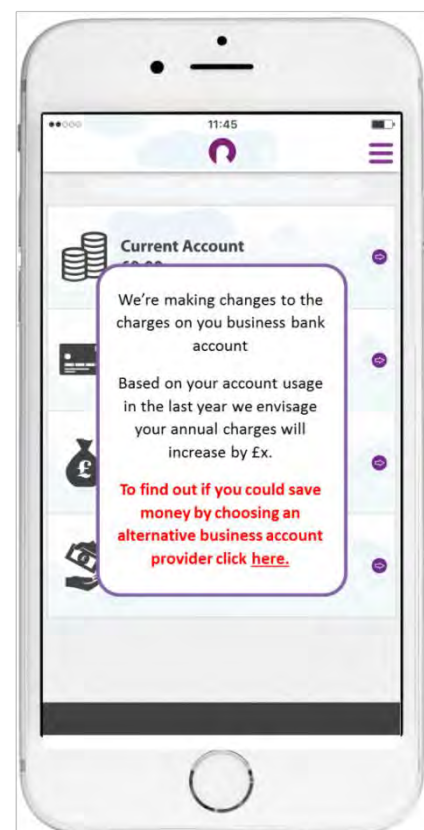
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C

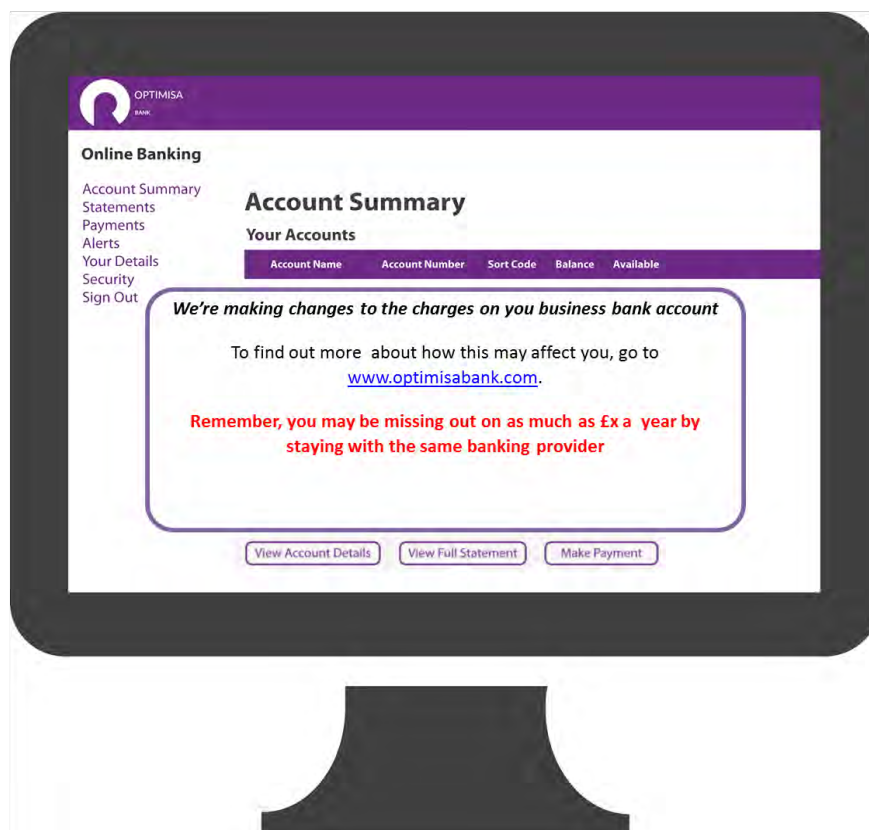


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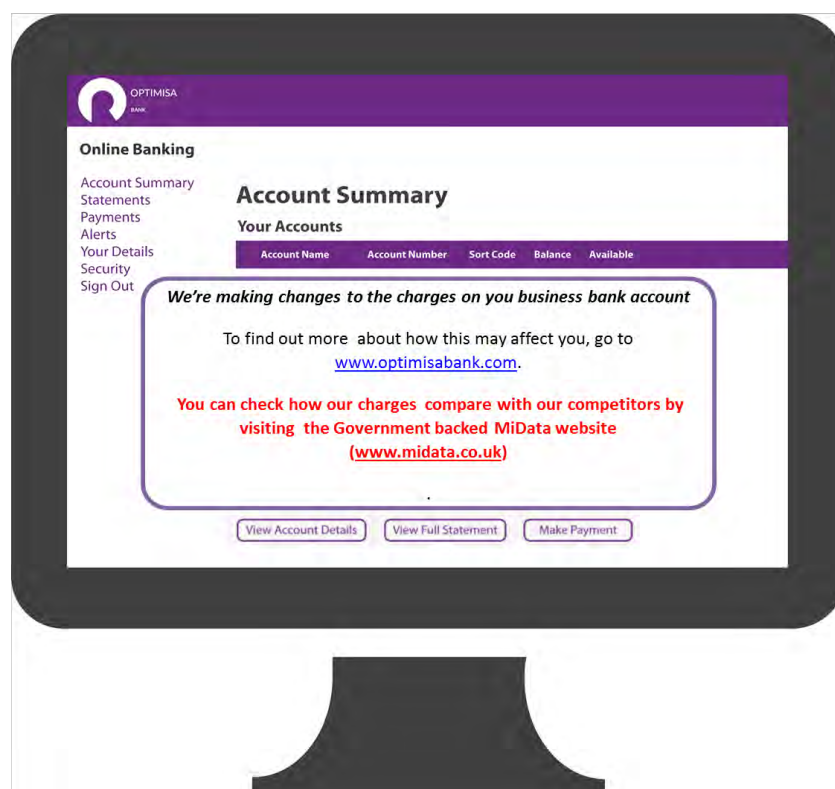


Online Banking Notification

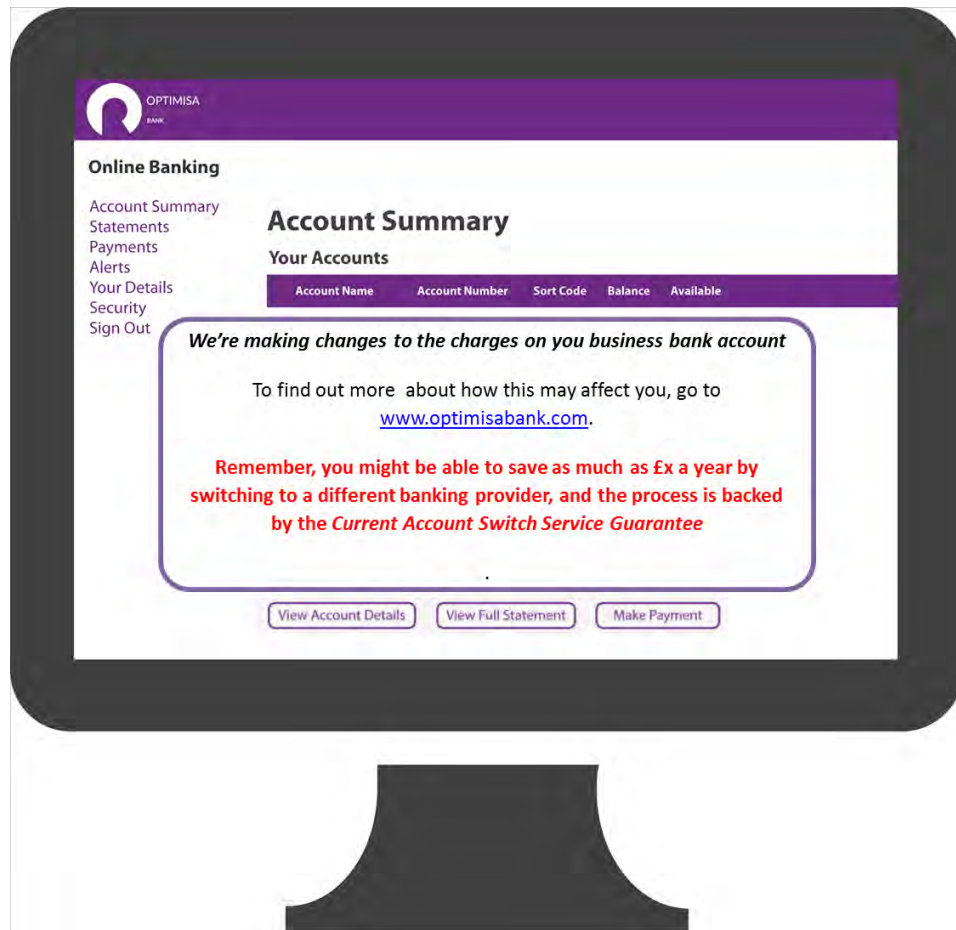
A



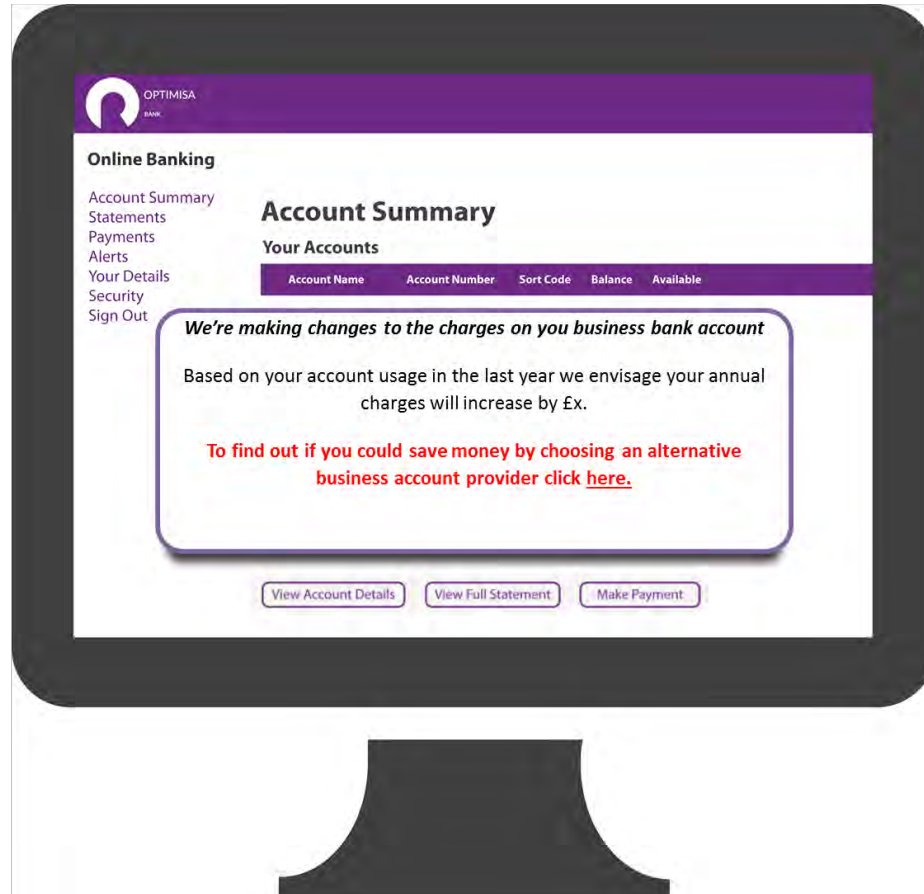
B



C



D



3.7.3 End of Free Banking

Letter A

Mr AB Sample
123 Sample Street
Sample Town
Sample City
SP1 1SP

December 2015

Dear Mr Sample,

Important changes to your bank account

We'd like to remind you that the free banking period on your business account will end on 1 January 2016. From this date, the revised Terms and Conditions which you can find on our website:
www.optimisabank.com/terms.

From 1 January 2016, the account charges on your account will be as follows;

Monthly fee	£7.50
Electronic payments (in or out)	FREE
Cash payments (in or out)	£1 per £100
Cheques (in or out) and credit in	£0.75

Alternative providers

We are required by the Financial Conduct Authority (FCA) to inform you of how our charges compare with other providers, as shown in the comparison table below;

Product & Provider	Monthly fee	Electronic payments (in or out)	Cash payments (in or out)	Cheques (in or out) and credit in
Alt Bank Standard Account	£5.00	FREE	£1 per £100	£0.75
Other Bank Standard Account	£7.50	FREE	£0.50 per £100	£0.75
Zoo Bank Reward Account	£6.00	FREE	£0.80 per £100	£0.60

Switching to an alternative banking provider

You might be missing out on as much £x a year by staying with your current banking provider. You can switch bank accounts at any time and the *Current Account Switch Service* guarantees that switching from one bank or building society to another will be simple, quick and hassle-free. For more information visit: www.simplerworld.co.uk.

Any further questions

You don't need to do anything as a result of this change as your account details will remain the same, including your debit or credit cards, and login details for online or telephone banking.

If you have any further questions or concerns, we're here to help and you can speak to us in branch, or on our dedicated helpline 0800 000 000. We're available Monday to Friday 8am – 8pm, and Saturday 9am – 6pm.

Yours sincerely,

Alan Smith
Bank Branch Manager

midata



Letter B

Mr AB Sample
123 Sample Street
Sample Town
Sample City
SP1 1SP

December 2015

Dear Mr Sample,

Important changes to your bank account

We'd like to remind you that the free banking period on your business account will end on 1 January 2016. From this date, the revised Terms and Conditions which you can find on our website:

www.optimisabank.com/terms.

Switching to an alternative banking provider

This could be a good time to consider what other current accounts are available, and we have included a leaflet which provides more information about switching and the *Current Account Switch Service*.

Switching your bank account may be easier than you think;

- All you need to do is apply for a new account
- You can do it branch, over the phone or online
- You will have to provide some form of ID as part of the process
- The new bank or building society will then manage the switch

Alternative providers

We also include a comparison table below provided by the Financial Conduct Authority (FCA), which shows how our new charges compare with those of other providers;

Product & Provider	Monthly fee	Electronic payments (in or out)	Cash payments (in or out)	Cheques (in or out) and credit in
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Other Bank Standard Account	£7.50	FREE	£0.50 per £100	£0.75
Zoo Bank Reward Account	£6.00	FREE	£0.80 per £100	£0.60

Optimisa Bank	£7.50	FREE	£1 per £100	£0.75
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Yours sincerely,

Alan Smith
Bank Branch Manager

midata



Letter C

Mr AB Sample
123 Sample Street
Sample Town
Sample City
SP1 1SP

December 2015

Dear Mr Sample,

Important changes to your bank account

We'd like to remind you that the free banking period on your business account will end on 1 January 2016. From this date, the revised Terms and Conditions which you can find on our website: www.optimisabank.com/terms.

From 1 January 2016, the account charges on your account will be as follows;

	Charges from 1 January 2016
Monthly fee	£7.50
Electronic payments (in our out)	FREE
Cash payments (in or out)	£1 per £100
Cheques (in or out) and credit in	£0.75

Switching to an alternative banking provider

We are required by the Financial Conduct Authority (FCA) to remind you that you could switch to an alternative banking provider and you could save as much as £x a year by doing so. You can get a personalised industry wide, comparison of the best offers around, via the Government backed Midata website (www.midata.co.uk).

Any further questions

If you have any further questions or concerns, we're here to help and you can speak to us in branch, or on our dedicated helpline 0800 000 000. We're available Monday to Friday 8am – 8pm, and Saturday 9am – 6pm.

Yours sincerely,

Alan Smith

Bank Branch Manager

The Midata logo consists of the word "midata" in a lowercase, sans-serif font. The "i" is stylized with a vertical orange bar to its left, and the "d" has a small orange dot above it.

Letter D

Mr AB Sample
123 Sample Street
Sample Town
Sample City
SP1 1SP

December 2015

Dear Mr Sample,

Important changes to your bank account

We'd like to remind you that the free banking period on your business account will end on 1 January 2016. From this date, the revised Terms and Conditions which you can find on our website: www.optimisabank.com/terms.

Switching to an alternative banking provider

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Yours sincerely,

Alan Smith

Bank Branch Manager



Email

Email A



A



Reminder, your free banking period will end on your business account on 1st January

Dear Mr Sample,

We'd like to remind you that the free banking period on your business account will end on 1 January 2016. From this date, the revised Terms and Conditions which you can find on our website: www.optimisabank.com/terms.

From 1 January 2016, the account charges on your account will be as follows;

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Cash payments (in or out)	£1 per £100
Cheques (in or out) and credit in	£0.75

Alternative providers

We are required by the Financial Conduct Authority (FCA) to inform you of how our charges compare with other providers, as shown in the comparison table below;

Product & Provider	Monthly fee	Electronic payments (in or out)	Cash payments (in or out)	Cheques (in or out) and credit in
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Switching to an alternative banking provider

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Thank you for banking with Optimisa Bank

B



Reminder, your free banking period will end on your business account on 1st January

Dear Mr Sample,

We'd like to remind you that the free banking period on your business account will end on 1 January 2016. From this date, the revised Terms and Conditions which you can find on our website: www.optimisabank.com/terms.

Switching to an alternative banking provider

This could be a good time to consider what other current accounts are available, and we have included a leaflet which provides more information about switching and the Current Account Switch Service. Switching your bank account may be easier than you think;

- All you need to do is apply for a new account
- You can do it branch, over the phone or online
- You will have to provide some form of ID as part of the process
- The new bank or building society will then manage the switch

Alternative providers

We also include a comparison table below provided by the Financial Conduct Authority (FCA), which shows how our new charges compare with those of other providers;

Product & Provider	Monthly fee	Electronic payments (in or out)	Cash payments (in or out)	Cheques (in or out) and credit in
Alt Bank Standard Account	£5.00	FREE	£1 per £100	£0.75
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Zoo Bank Reward Account	£6.00	FREE	£0.80 per £100	£0.60
Optimisa Bank	£7.50	FREE	£1 per £100	£0.75

Thank you for banking with Optimisa Bank

C



Reminder, your free banking period will end on your business account on 1st January

Dear Mr Sample,

We'd like to remind you that the free banking period on your business account will end on 1 January 2016. From this date, the revised Terms and Conditions which you can find on our website: www.optimisabank.com/terms.

From 1 January 2016, the account charges on your account will be as follows;

	Charges from 1 January 2016
Monthly fee	£7.50
Electronic payments (in or out)	FREE
Cash payments (in or out)	£1 per £100
Cheques (in or out) and credit in	£0.75

Switching to an alternative banking provider

We are required by the Financial Conduct Authority (FCA) to remind you that you could switch to an alternative banking provider and you could save as much as £x a year by doing so. You can get a personalised industrywide, comparison of the best offers around, via the Government backed Midata website (www.midata.co.uk).

Any further questions

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Thank you for banking with Optimisa Bank

D



Reminder, your free banking period will end on your business account on 1st January

Dear Mr Sample,

We'd like to remind you that the free banking period on your business account will end on 1 January 2016. From this date, the revised Terms and Conditions which you can find on our website: www.optimisabank.com/terms.

	Charges from 1 January 2016
Monthly fee	£7.50
Electronic payments (in our out)	FREE
Cash payments (in or out)	£1 per £100
Cheques (in or out) and credit in	£0.75

Switching to an alternative banking provider

Based on your account usage in the last year, we anticipate that our bank charges to you next year will increase by £x. Remember, you might be able to save as much as £x a year by switching to a different banking provider. You can switch bank accounts at any time and the process is backed by the Current Account Switch Service guarantee.

Any further questions

You don't need to do anything as a result of this change as your account details will remain the same, including your debit or credit cards, and login details for online or telephone banking.

If you have any further questions or concerns, we're here to help and you can speak to us in branch, or on our dedicated helpline 0800 000 000. We're available Monday to Friday 8am – 8pm, and Saturday 9am – 6pm.

Thank you for banking with Optimisa Bank

Mobile App Notification

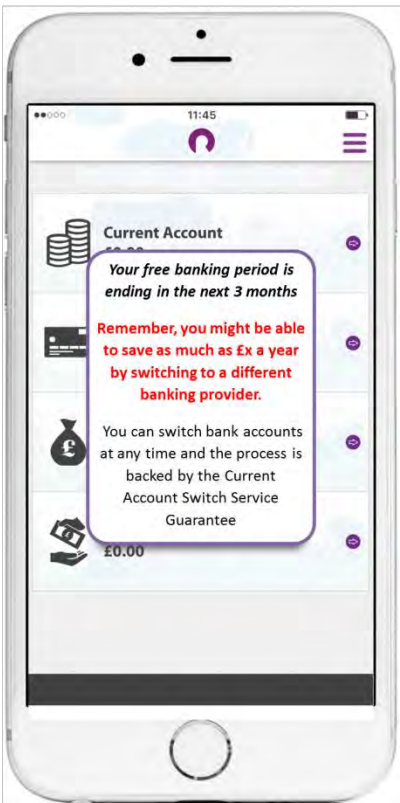
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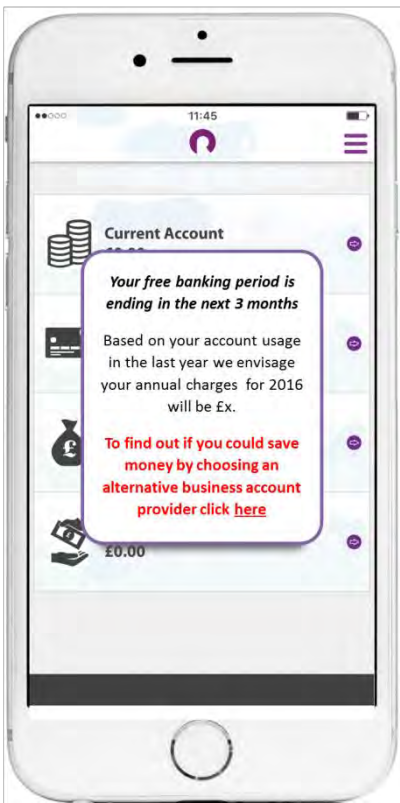
B



C

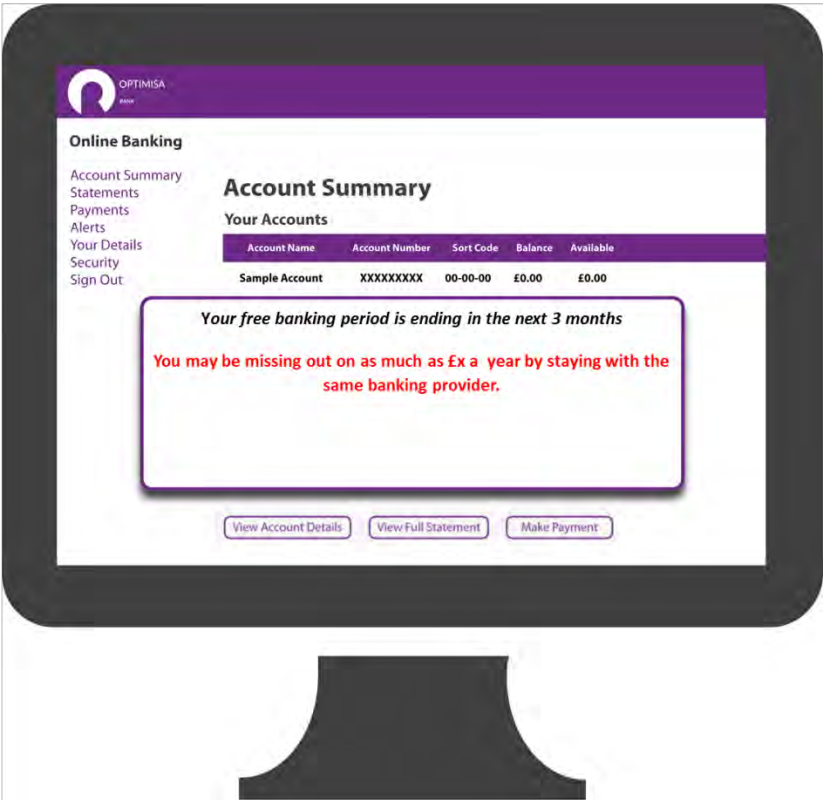


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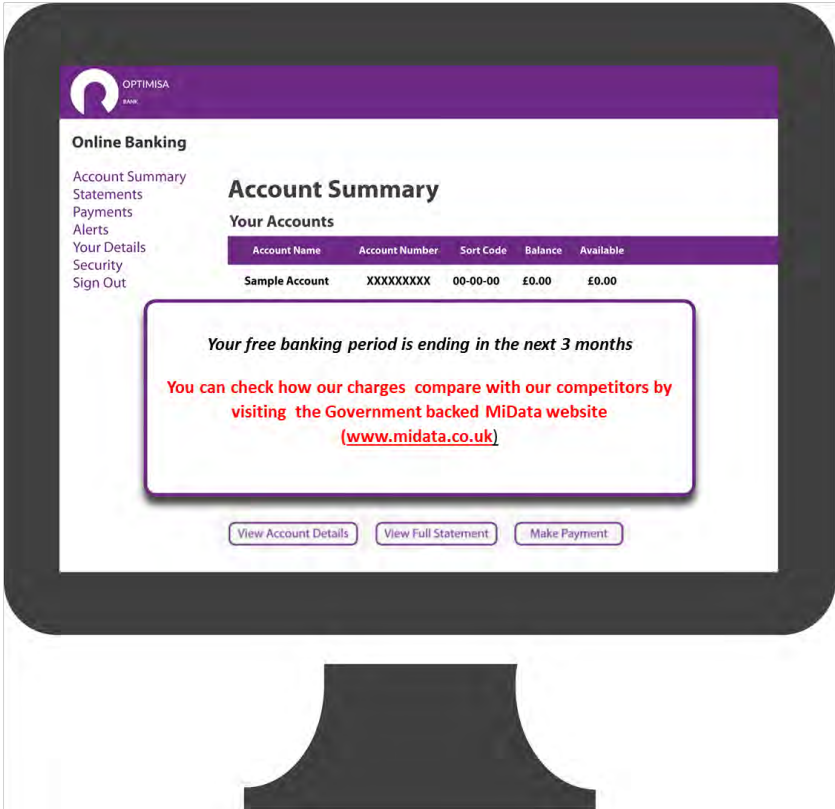


Online Banking Notification

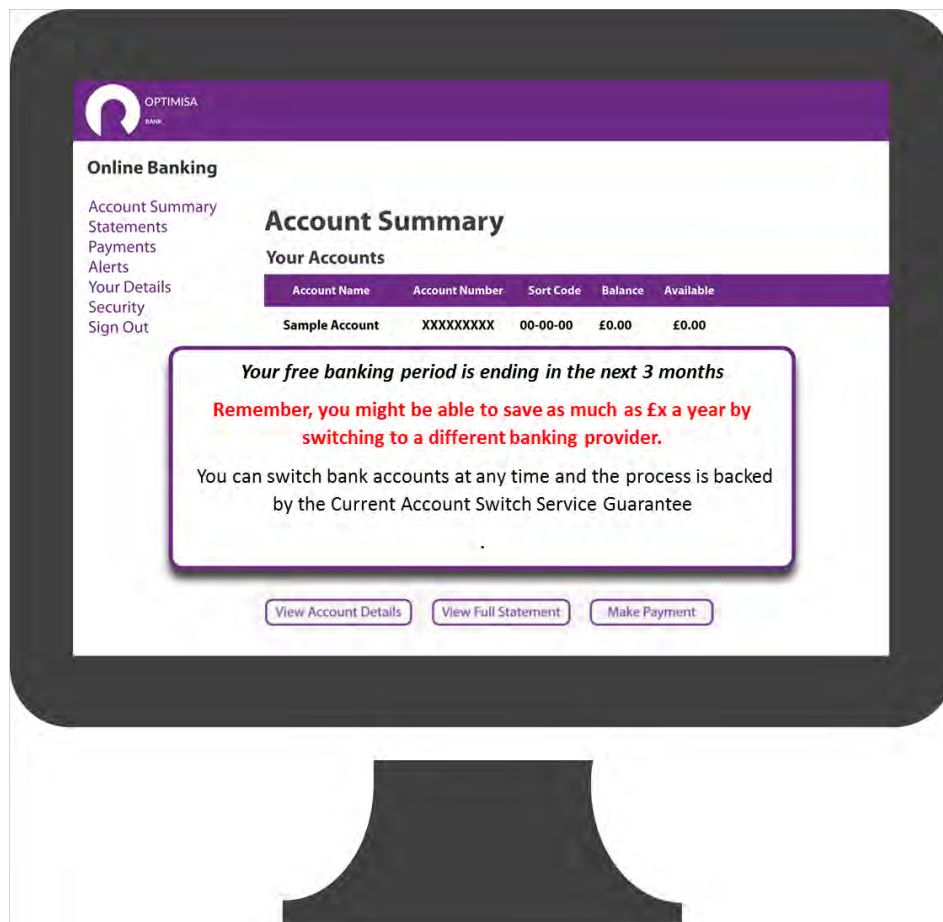
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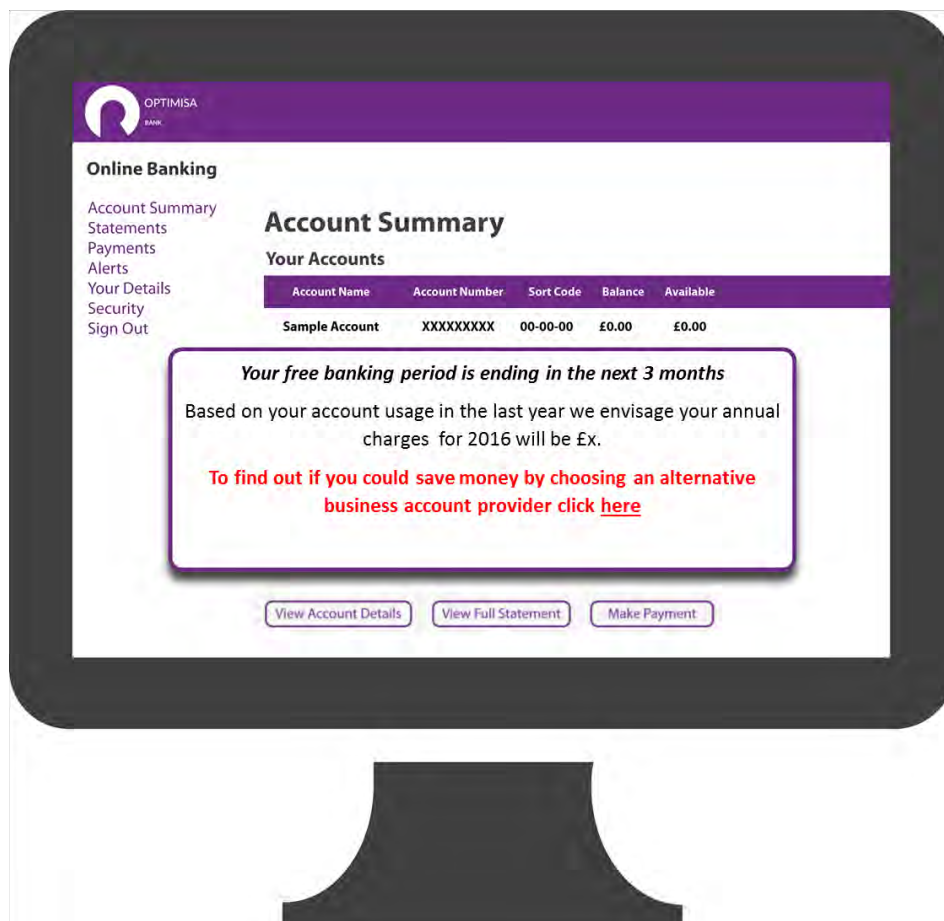
B



C



D



3.7.4 Recent Graduate

Letter A

Mr AB Sample
123 Sample Street
Sample Town
Sample City
SP1 1SP

December 2015

Dear Mr Sample,

Important changes to your bank account

We'd like to remind you that your Graduate Account will change to our Standard Personal Current Account on 1 January 2016. From this date, the revised Terms and Conditions which you can find on our website: www.optimisabank.com/terms.

You will continue to have the same overdraft limit on your account, but there is no interest free entitlement. From 1 January 2016, your overdraft balance will be charged at an overdraft interest rate of 19.9% EAR, variable, and you may incur additional fees for going over and above this limit.

Alternative providers

We are required by the Financial Conduct Authority (FCA) to inform you of how our charges compare with other providers, as shown in the comparison table below;

Product & Provider	Interest rate (AER)	Authorised Overdraft	Account Extras	Switching Incentives
Alt Bank Standard Account	5.00%	£5 per month	None	None
Other Bank Standard Account	4.00%	£6 per month	None	None
Optimisa Bank	2.00%	£1 per day	None	None
Alt Bank Reward Account	1.00%	£0.50 per day	Cashback	None
Zoo Bank Reward Account	0.01%	£5 per month	Cashback	£100

Switching to an alternative banking provider

You might be missing out on as much £x a year by staying with your current banking provider. You can switch bank accounts at any time and the *Current Account Switch Service* guarantees that switching from one bank or building society to another will be simple, quick and hassle-free. For more information visit: www.simplerworld.co.uk.

Any further questions

You don't need to do anything as a result of this change as your account details will remain the same and we will send you a new debit card ahead of the transition.

If you have any further questions or concerns, we're here to help and you can speak to us in branch, or on our dedicated helpline 0800 000 000. We're available Monday to Friday 8am – 8pm, and Saturday 9am – 6pm.

Yours sincerely,

Alan Smith
Bank Branch Manager



Letter B

Mr AB Sample
123 Sample Street
Sample Town
Sample City
SP1 1SP

December 2015

Dear Mr Sample,

Important changes to your bank account

We'd like to remind you that your Graduate Account will change to our Standard Personal Current Account on 1 January 2016. From this date, the revised Terms and Conditions which you can find on our website: www.optimisabank.com/terms.

You will continue to have the same overdraft limit on your account, but there is no interest free entitlement. From 1 January 2016, your overdraft balance will be charged at an overdraft interest rate of 19.9% EAR, variable, and you may incur additional fees for going over and above this limit.

Switching to an alternative banking provider

This could be a good time to consider what other current accounts are available, and you could earn as much as £x a year by choosing a different current account provider. We have included a leaflet which provides more information about switching and the *Current Account Switch Service*.

Switching your bank account may be easier than you think;

- All you need to do is apply for a new account
- You can do it branch, over the phone or online
- You will have to provide some form of ID as part of the process
- The new bank or building society will then manage the switch

Any further questions

If you have any further questions or concerns, we're here to help and you can speak to us in branch, or on our dedicated helpline 0800 000 000. We're available Monday to Friday 8am – 8pm, and Saturday 9am – 6pm.

Yours sincerely,

Alan Smith
Bank Branch Manager



Letter C

Mr AB Sample
123 Sample Street
Sample Town
Sample City
SP1 1SP

December 2015

Dear Mr Sample,

Important changes to your bank account

We'd like to remind you that your Graduate Account will change to our Standard Personal Current Account on 1 January 2016. From this date, the revised Terms and Conditions which you can find on our website: www.optimisabank.com/terms.

You will continue to have the same overdraft limit on your account, but there is no interest free entitlement. From 1 January 2016, your overdraft balance will be charged at an overdraft interest rate of 19.9% EAR, variable, and you may incur additional fees for going over and above this limit.

Switching to an alternative banking provider

We are required by the Financial Conduct Authority (FCA) to remind you that you could switch to an alternative banking provider, and you could save as much as £x a year by doing so.

You can get a personalised industry wide, comparison of the best offers around, via the Government backed Midata website (www.midata.co.uk).

Any further questions

If you have any further questions or concerns, we're here to help and you can speak to us in branch, or on our dedicated helpline 0800 000 000. We're available Monday to Friday 8am – 8pm, and Saturday 9am – 6pm.

Yours sincerely,

Alan Smith
Bank Branch Manager



Letter D

Mr AB Sample
123 Sample Street
Sample Town
Sample City
SP1 1SP

December 2015

Dear Mr Sample,

Important changes to your bank account

We'd like to remind you that your Graduate Account will change to our Standard Personal Current Account on 1 January 2016. From this date, the revised Terms and Conditions which you can find on our website: www.optimisabank.com/terms.

You will continue to have the same overdraft limit on your account, but there is no interest free entitlement. From 1 January 2016, your overdraft balance will be charged at an overdraft interest rate of 19.9% EAR, variable, and you may incur additional fees for going over and above this limit.

Switching to an alternative banking provider

If you continue to use your overdraft in the same way as you have done in the last year, we anticipate that our annual bank charges to you in 2016 will be £x.

Remember, you might be able to save as much as £x a year by switching to a different banking provider. You can switch bank accounts at any time and the process is backed by the *Current Account Switch Service* guarantee.

Any further questions

You don't need to do anything as a result of this change as your account details will remain the same, including your debit or credit cards, and login details for online or telephone banking.

If you have any further questions or concerns, we're here to help and you can speak to us in branch, or on our dedicated helpline 0800 000 000. We're available Monday to Friday 8am – 8pm, and Saturday 9am – 6pm.


Yours sincerely,

Alan Smith
Bank Branch Manager




Email

Email A



A



Remember your Graduate Account will change to our Standard Personal Current Account on 1 January 2016

Dear Mr Sample,

We'd like to remind you that your Graduate Account will change to our Standard Personal Current Account on 1 January 2016. From this date, the revised Terms and Conditions which you can find on our website: www.optimisabank.com/terms.

You will continue to have the same overdraft limit on your account, but there is no interest free entitlement. From 1 January 2016, your overdraft balance will be charged at an overdraft interest rate of 19.9% EAR, variable, and you may incur additional fees for going over and above this limit.

Alternative providers

We are required by the Financial Conduct Authority (FCA) to inform you of how our charges compare with other providers, a

Product & Provider	Interest rate (AER)	Authorised Overdraft	Account Extras	Switching Incentives
Alt Bank Standard Account	5.00%	£5 per month	None	None
Other Bank Standard Account	4.00%	£6 per month	None	None
Optimisa Bank	2.00%	£1 per day	None	None
Alt Bank Reward Account	1.00%	£0.50 per day	Cashback	None
Zoo Bank Reward Account	0.01%	£5 per month	Cashback	£100

Switching to an alternative banking provider

You might be missing out on as much £x a year by staying with your current banking provider. You can switch bank accounts at any time and the Current Account Switch Service guarantees that switching from one bank or building society to another will be simple, quick and hassle-free. For more information visit: www.simplerworld.co.uk.

Any further questions

You don't need to do anything as a result of this change as your account details will remain the same and we will send you a new debit card ahead of the transition.

If you have any further questions or concerns, we're here to help and you can speak to us in branch, or on our dedicated helpline 0800 000 000. We're available Monday to Friday 8am – 8pm, and Saturday 9am – 6pm.

Thank you for banking with Optimisa Bank

Email B



B



Remember your Graduate Account will change to our Standard Personal Current Account on 1 January 2016

Dear Mr Sample,

We'd like to remind you that your Graduate Account will change to our Standard Personal Current Account on 1 January 2016. From this date, the revised Terms and Conditions which you can find on our website: www.optimisabank.com/terms.

You will continue to have the same overdraft limit on your account, but there is no interest free entitlement. From 1 January 2016, your overdraft balance will be charged at an overdraft interest rate of 19.9% EAR, variable, and you may incur additional fees for going over and above this limit.

Switching to an alternative banking provider

This could be a good time to consider what other current accounts are available, and you could earn as much as £x a year by choosing a different current account provider. We have included a leaflet which provides more information about switching and the Current Account Switch Service.

Switching your bank account may be easier than you think;

- All you need to do is apply for a new account
- You can do it branch, over the phone or online
- You will have to provide some form of ID as part of the process
- The new bank or building society will then manage the switch

Any further questions

If you have any further questions or concerns, we're here to help and you can speak to us in branch, or on our dedicated helpline 0800 000 000. We're available Monday to Friday 8am – 8pm, and Saturday 9am – 6pm.

Thank you for banking with Optimisa Bank

Email C



C



Remember your Graduate Account will change to our Standard Personal Current Account on 1 January 2016

Dear Mr Sample,

We'd like to remind you that your Graduate Account will change to our Standard Personal Current Account on 1 January 2016. From this date, the revised Terms and Conditions which you can find on our website: www.optimisabank.com/terms.

You will continue to have the same overdraft limit on your account, but there is no interest free entitlement. From 1 January 2016, your overdraft balance will be charged at an overdraft interest rate of 19.9% EAR, variable, and you may incur additional fees for going over and above this limit.

Switching to an alternative banking provider

We are required by the Financial Conduct Authority (FCA) to remind you that you could switch to an alternative banking provider, and you could save as much as £x a year by doing so.

You can get a personalised industry wide, comparison of the best offers around, via the Government backed Midata website (www.midata.co.uk).

Any further questions

If you have any further questions or concerns, we're here to help and you can speak to us in branch, or on our dedicated helpline 0800 000 000. We're available Monday to Friday 8am – 8pm, and Saturday 9am – 6pm.

Thank you for banking with Optimisa Bank



D



Reminder, your free banking period will end on your business account on 1st January

Dear Mr Sample,

We'd like to remind you that the free banking period on your business account will end on 1 January 2016. From this date, the revised Terms and Conditions which you can find on our website: www.optimisabank.com/terms.

	Charges from 1 January 2016
Monthly fee	£7.50
Electronic payments (in or out)	FREE
Cash payments (in or out)	£1 per £100
Cheques (in or out) and credit in	£0.75

Switching to an alternative banking provider

Based on your account usage in the last year, we anticipate that our bank charges to you next year will increase by £x. Remember, you might be able to save as much as £x a year by switching to a different banking provider. You can switch bank accounts at any time and the process is backed by the Current Account Switch Service guarantee.

Any further questions

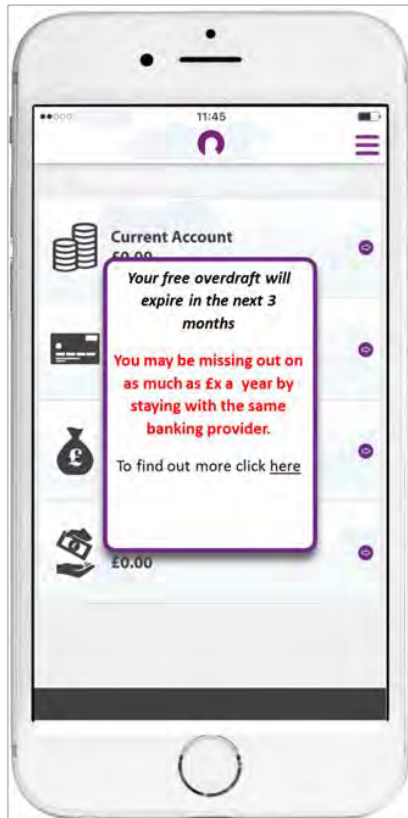
You don't need to do anything as a result of this change as your account details will remain the same, including your debit or credit cards, and login details for online or telephone banking.

If you have any further questions or concerns, we're here to help and you can speak to us in branch, or on our dedicated helpline 0800 000 000. We're available Monday to Friday 8am – 8pm, and Saturday 9am – 6pm.

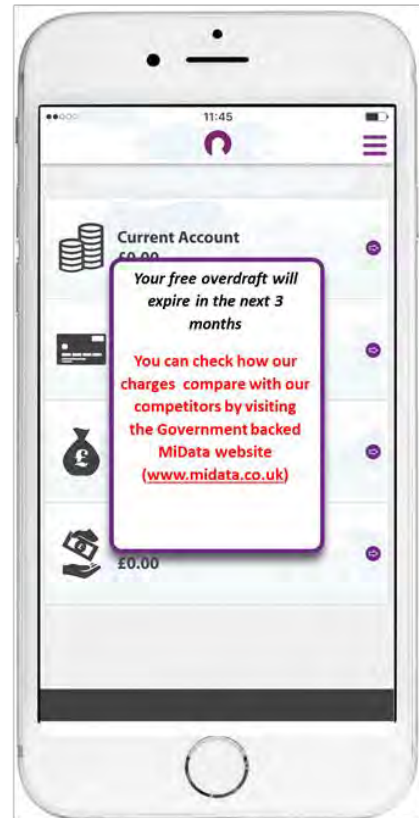
Thank you for banking with Optimisa Bank

Mobile App Notification

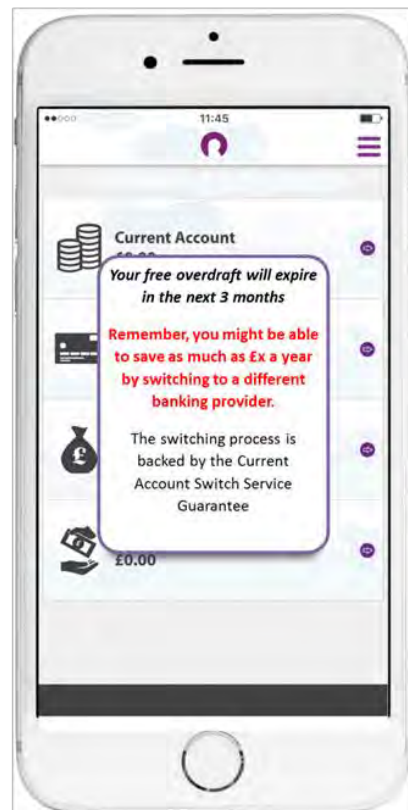
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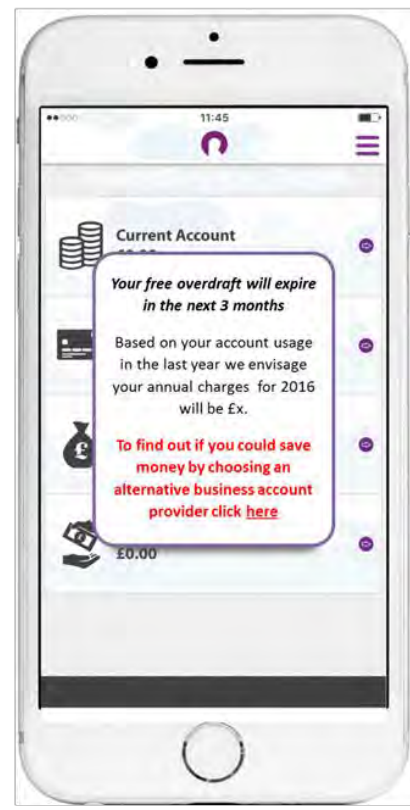
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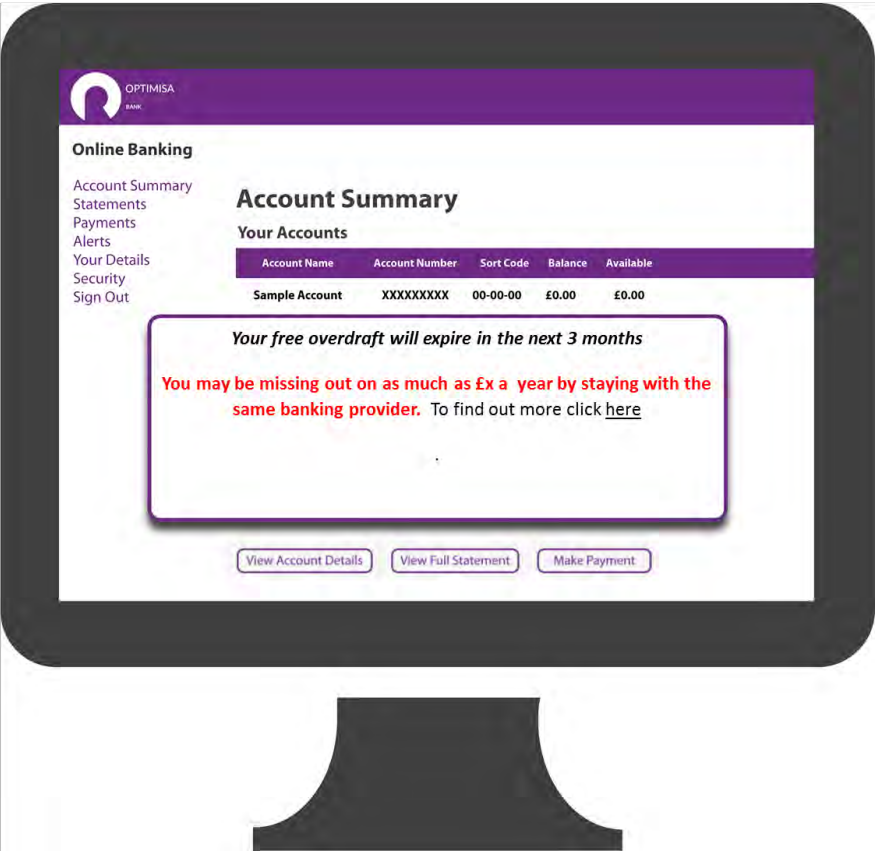


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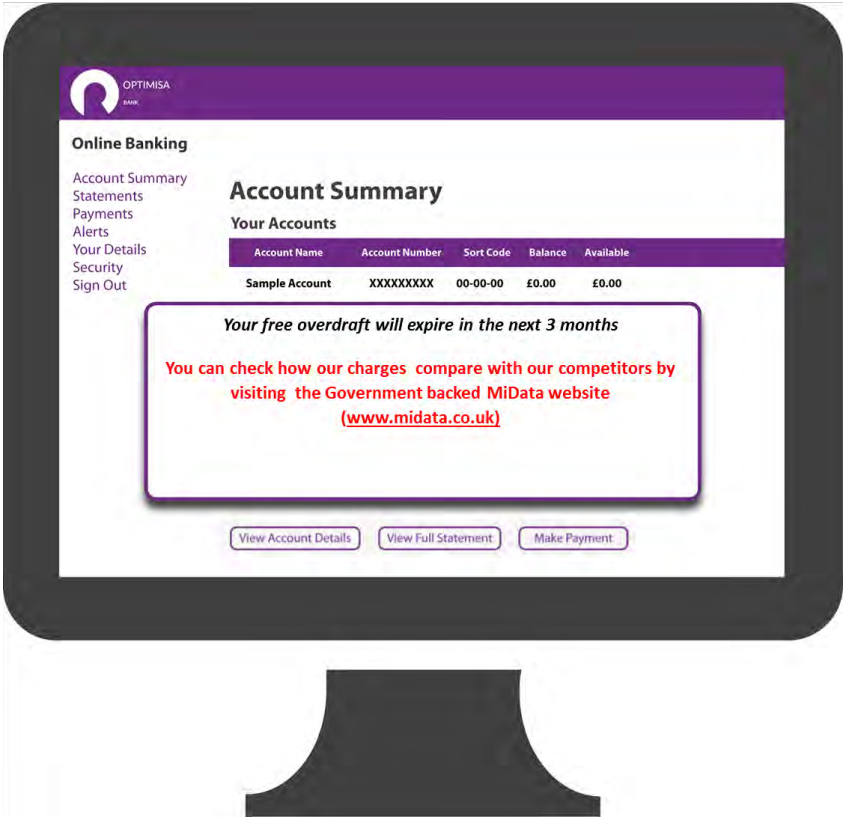


Online Banking Notification

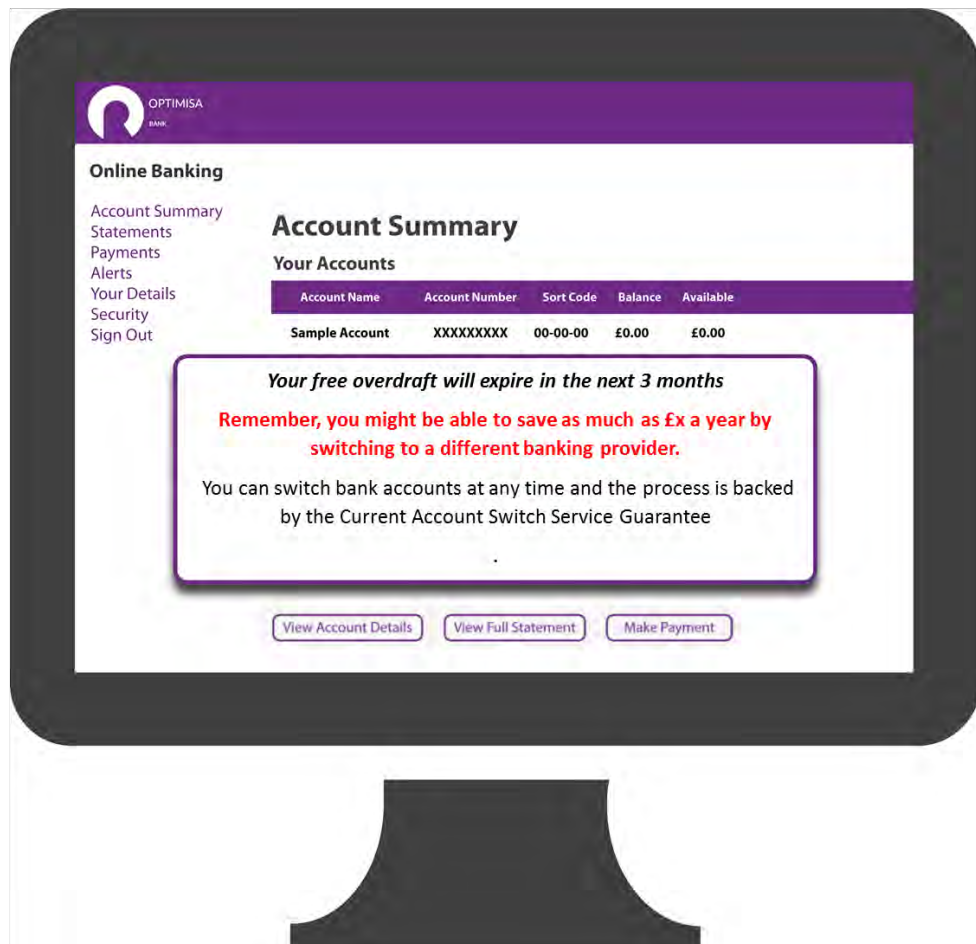
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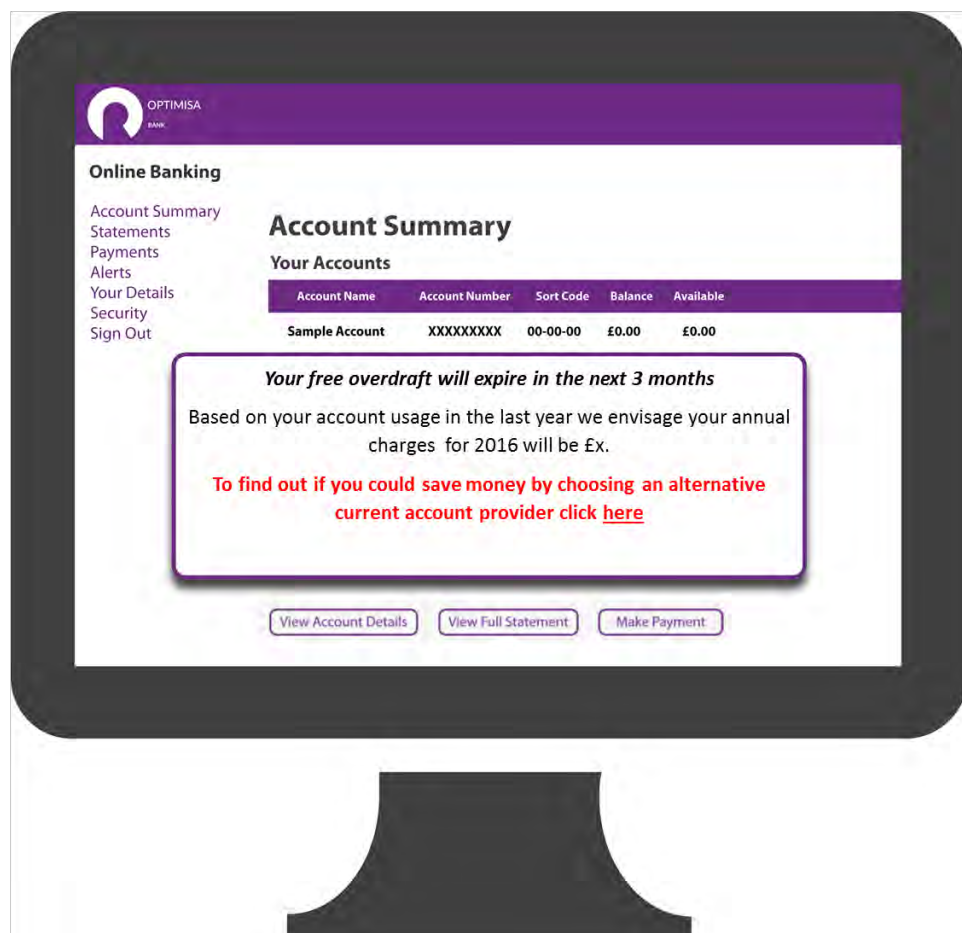
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C



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3.7.5 Regular, Heavy Overdraft Users (Annual Charges)

Letter A

Mr AB Sample
123 Sample Street
Sample Town
Sample City
SP1 1SP

Account type: Optimisa
Standard

Sort code: 00-00-00

December 2015

Dear Mr Sample,

An annual summary of your Bank Account charges

In order to help you understand your account usage over the last year, we provide the table below which summarises your fees and charges.

Summary of your Bank Account charges and interest: 29 December 2014 – 28 December 2015	
Arranged overdraft fees and interest	£121.72
Unauthorised overdraft fees (where you have exceeded your agreed overdraft limit)	£00.00
Total charges	£121.72

Your current overdraft limit is £500.00, and interest charged at 19.9%.

Alternative providers

We are required by the Financial Conduct Authority (FCA) to inform you of how our charges compare with other providers, as shown in the comparison table below;

Product & Provider	Arranged overdraft limits	Authorised Overdraft charges	Unauthorised overdraft fees
Alt Bank Standard Account	Up to £500	£0.50 per day	£25 per transaction
Other Bank Standard Account	Up to £500	£5 per month	£20 per transaction

Optimisa Bank	Up to £500	£1 per day	£25 per transaction
Alt Bank Reward Account	Up to £400	£1 per day	£20 per transaction
Zoo Bank Reward Account	Up to £250	£6 per month	£20 per transaction

Switching to an alternative banking provider

Remember, you might be spending too much on overdraft charges. You can switch bank accounts at any time and *The Current Account Switch Service* guarantees that switching from one bank or building society to another will be simple, quick and hassle-free. For more information visit: www.simplerworld.co.uk.

Any further questions

If you have any further questions or concerns, we're here to help and you can speak to us in branch, or on our dedicated helpline 0800 000 000. We're available Monday to Friday 8am – 8pm, and Saturday 9am – 6pm.

If you contact us we may be able to help with your overdraft arrangements and help you to reduce your fees in future.

Yours sincerely,

Alan Smith
Bank Branch Manager

Letter B

Mr AB Sample
123 Sample Street
Sample Town
Sample City
SP1 1SP

Account type: Optimisa
Standard

Sort code: 00-00-00

December 2015

Dear Mr Sample,

An annual summary of your Bank Account charges

In order to help you understand your account usage over the last year, we provide the table below which summarises your fees and charges.

Summary of your Bank Account charges and interest: 29 December 2014 – 28 December 2015	
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Total charges	£121.72

Your current overdraft limit is £500.00, and interest charged at 19.9%.

Switching to an alternative banking provider

You could be missing out on as much as £x a year by paying too much in charges. This could be a good time to consider what other current accounts are available, and we have included a leaflet which provides more information about switching and the *Current Account Switch Service*. Switching your bank account may be easier than you think;

- All you need to do is apply for a new account
- You can do it branch, over the phone or online
- You will have to provide some form of ID as part of the process
- The new bank or building society will then manage the switch

Any further questions

If you have any further questions or concerns, we're here to help and you can speak to us in branch, or on our dedicated helpline 0800 000 000. We're available Monday to Friday 8am – 8pm, and Saturday 9am – 6pm.

Yours sincerely,

Alan Smith
Bank Branch Manager



Letter C

Mr AB Sample
123 Sample Street
Sample Town
Sample City
SP1 1SP

Account type: Optimisa
Standard

Sort code: 00-00-00

December 2015

Dear Mr Sample,

An annual summary of your Bank Account charges

In order to help you understand your account usage over the last year, we provide the table below which summarises your fees and charges.

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Switching to an alternative banking provider

We are required by the Financial Conduct Authority (FCA) to remind you that you could switch to an alternative banking provider and you could save as much as £x a year by doing so. You can get a personalised industry wide, comparison of the best offers around, via the Government backed Midata website (www.midata.co.uk).

Any further questions

If you have any further questions or concerns, we're here to help and you can speak to us in branch, or on our dedicated helpline 0800 000 000. We're available Monday to Friday 8am – 8pm, and Saturday 9am – 6pm.

Yours sincerely,

Alan Smith
Bank Branch Manager

midata

Letter D

Mr AB Sample
123 Sample Street
Sample Town
Sample City
SP1 1SP

Account type: Optimisa
Standard

Sort code: 00-00-00

December 2015

Dear Mr Sample,

An annual summary of your Bank Account charges

In order to help you understand your account usage over the last year, we provide the table below which summarises your fees and charges.

Summary of your Bank Account charges and interest: 29 December 2014 – 28 December 2015	
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Unauthorised overdraft fees (where you have exceeded your agreed overdraft limit)	£00.00
Total charges	£121.72

Your current overdraft limit is £500.00, and interest charged at 19.9%. If you contact us we may be able to help with your overdraft arrangements and help you to reduce your fees in future.

Switching to an alternative banking provider

Remember, it might be worth checking if you're spending too much on bank charges, and you can see how we compare to other current account providers by visiting the Government backed Midata website (www.midata.co.uk). You can switch bank accounts at any time and the process is backed by the *Current Account Switch Service* guarantee.

Any further questions

If you have any further questions or concerns, we're here to help and you can speak to us in branch, or on our dedicated helpline 0800 000 000. We're available Monday to Friday 8am – 8pm, and Saturday 9am – 6pm.

Yours sincerely,

Alan Smith
Bank Branch Manager

midata



Email

Email A



OPTIMISA
RESEARCH
BANK

A



An annual summary of your Bank Account charges

Dear Mr Sample,

In order to help you understand your account usage over the last year, we provide the table below which summarises your fees and charges.

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Total charges	£121.72

Your current overdraft limit is £500.00, and interest charged at 19.9%.

Alternative providers

We are required by the Financial Conduct Authority (FCA) to inform you of how our charges compare with other providers, as shown in the comparison table below;

Product & Provider	Arranged overdraft limits	Authorised Overdraft charges	Unauthorised overdraft fees
Alt Bank Standard Account	Up to £500	£0.50 per day	£25 per transaction
Other Bank Standard Account	Up to £500	£5 per month	£20 per transaction
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Alt Bank Reward Account	Up to £400	£1 per day	£20 per transaction
Zoo Bank Reward Account	Up to £250	£6 per month	£20 per transaction

Switching to an alternative banking provider

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Any further questions

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If you contact us we may be able to help with your overdraft arrangements and help you to reduce your fees in future.

Thank you for banking with Optimisa Bank

Email B



B



An annual summary of your Bank Account charges

Dear Mr Sample,

In order to help you understand your account usage over the last year, we provide the table below which summarises your fees and charges.

Summary of your Bank Account charges and interest: 29 December 2014 – 28 December 2015	
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Any further questions

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Thank you for banking with Optimisa Bank

Email C



C



An annual summary of your Bank Account charges

Dear Mr Sample,

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Thank you for banking with Optimisa Bank

D



An annual summary of your Bank Account charges

Dear Mr Sample,

In order to help you understand your account usage over the last year, we provide the table below which summarises your fees and charges.

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Total charges	£121.72

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Switching to an alternative banking provider

Remember, it might be worth checking if you're spending too much on bank charges, and you can see how we compare to other current account providers by visiting the Government backed Midata website (www.midata.co.uk). You can switch bank accounts at any time and the process is backed by the Current Account Switch Service guarantee.

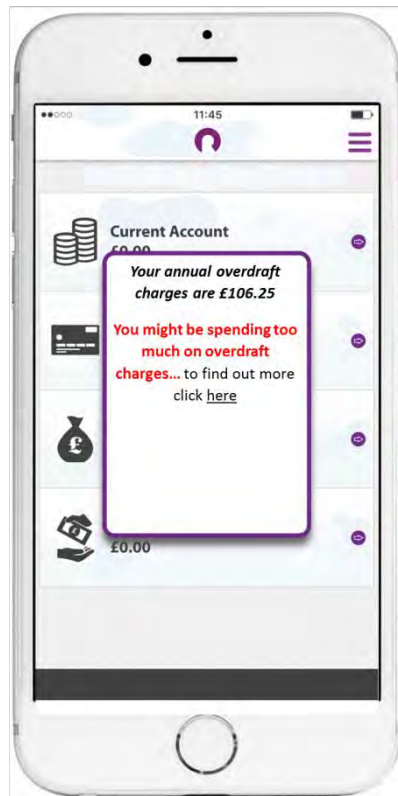
Any further questions

If you have any further questions or concerns, we're here to help and you can speak to us in branch, or on our dedicated helpline 0800 000 000. We're available Monday to Friday 8am – 8pm, and Saturday 9am – 6pm.

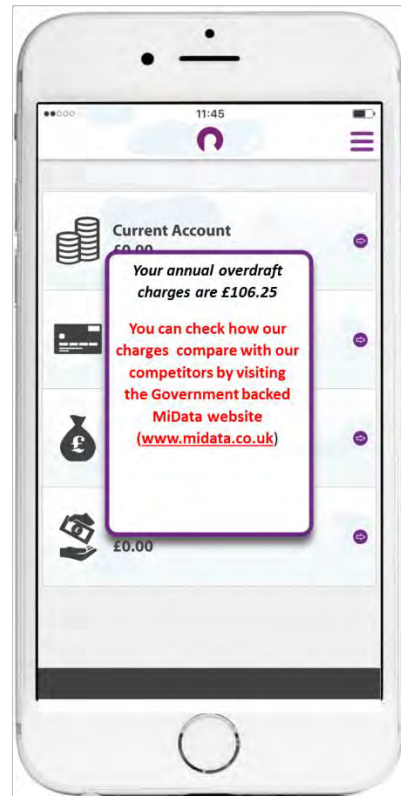
Thank you for banking with Optimisa Bank

Mobile App Notification

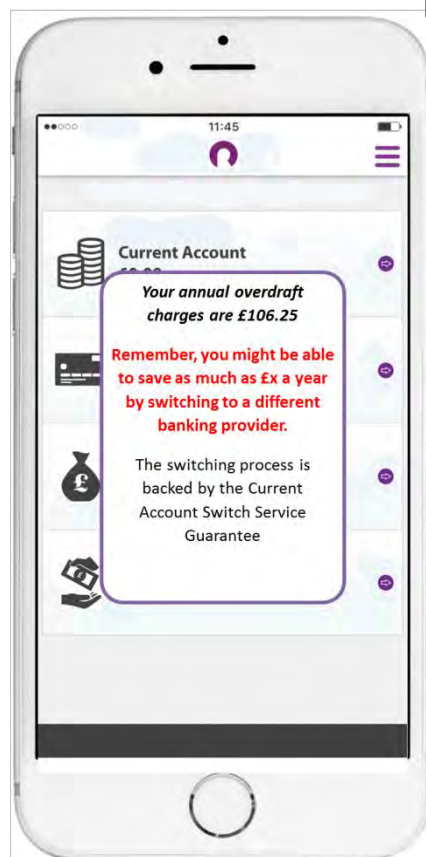
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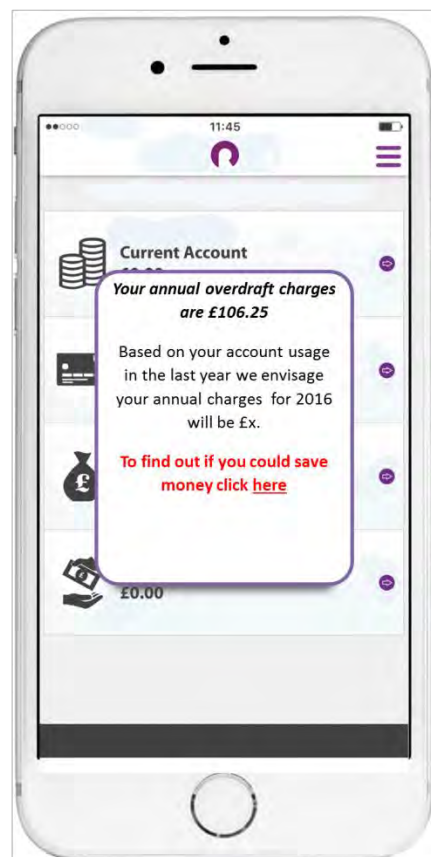
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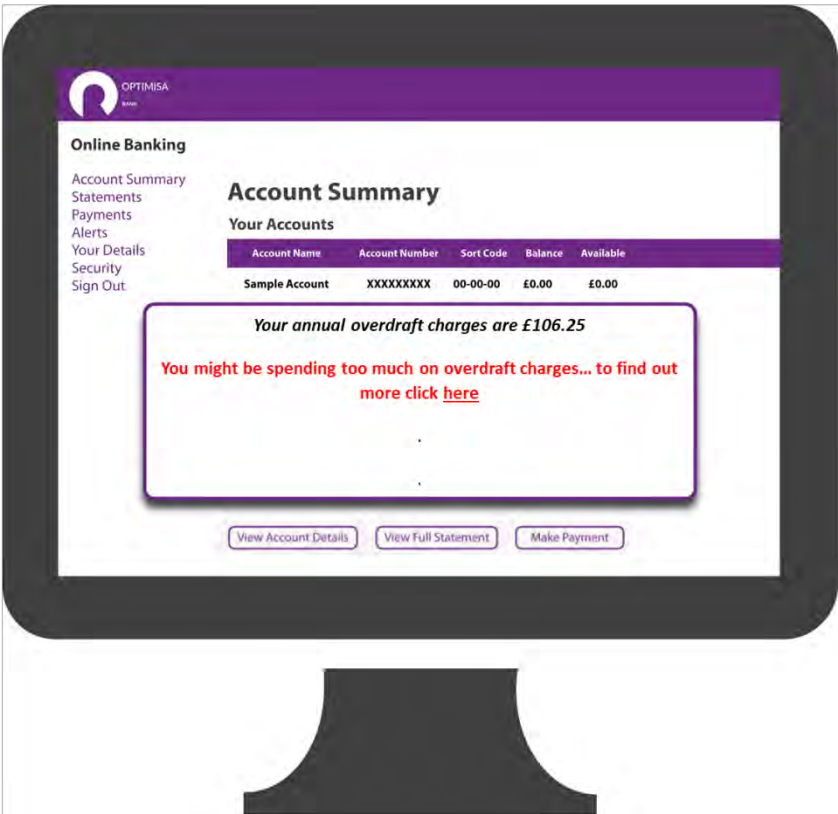


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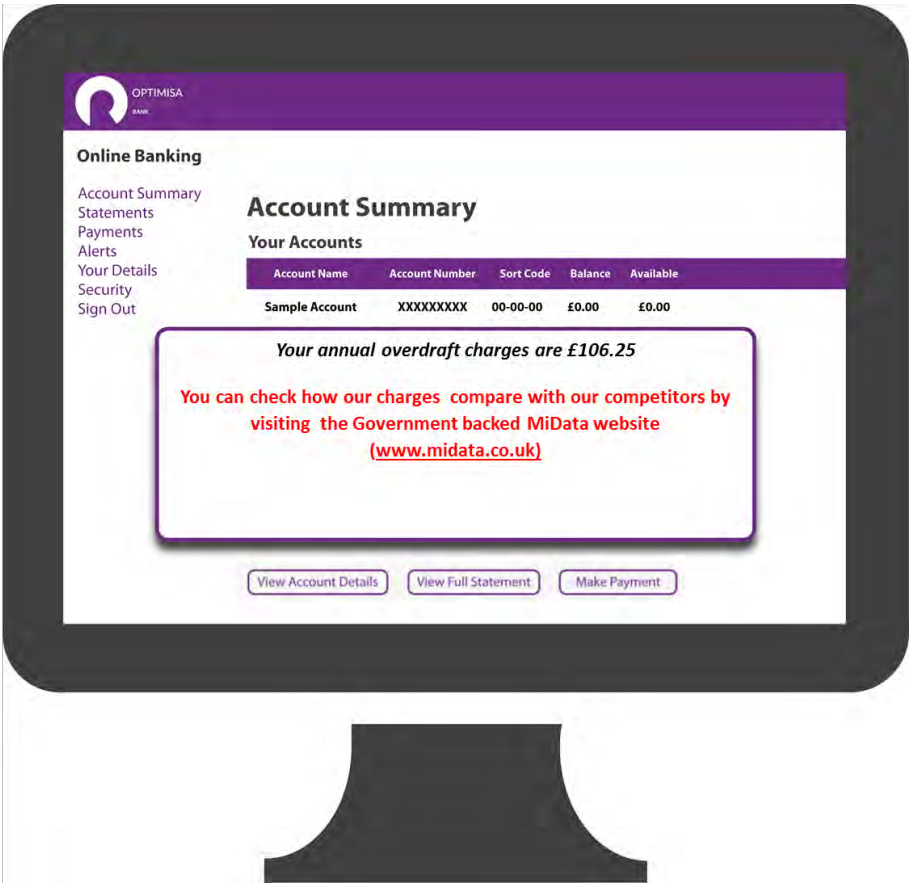


Online Banking Notification

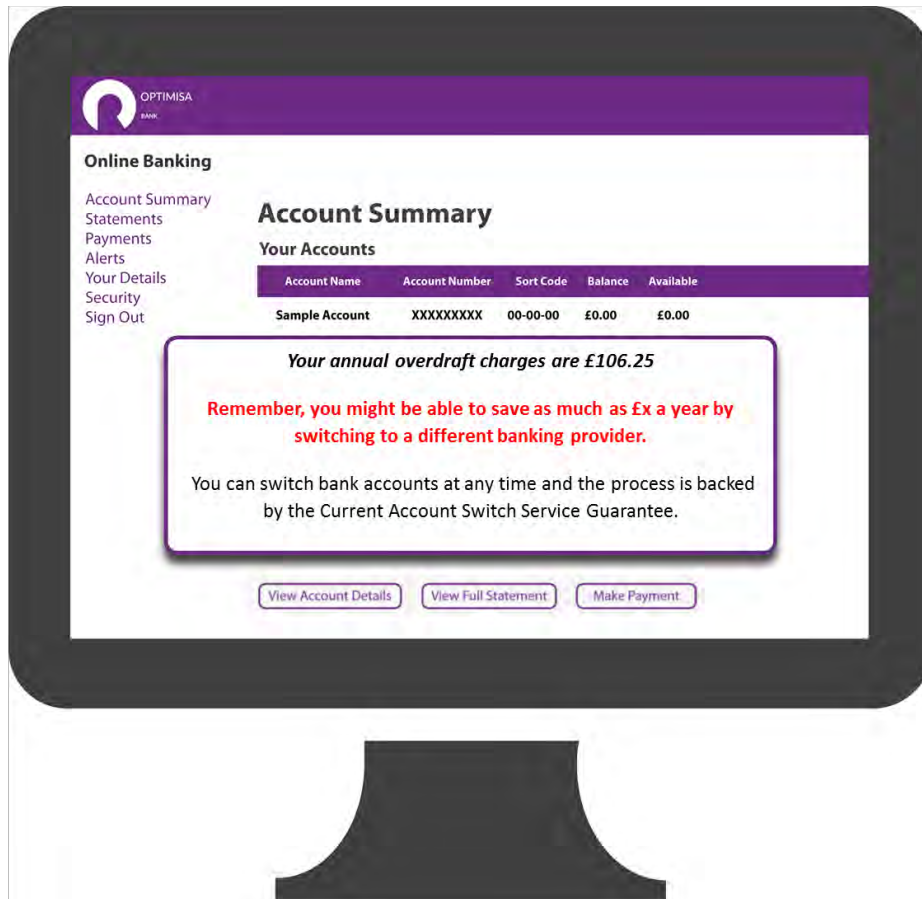
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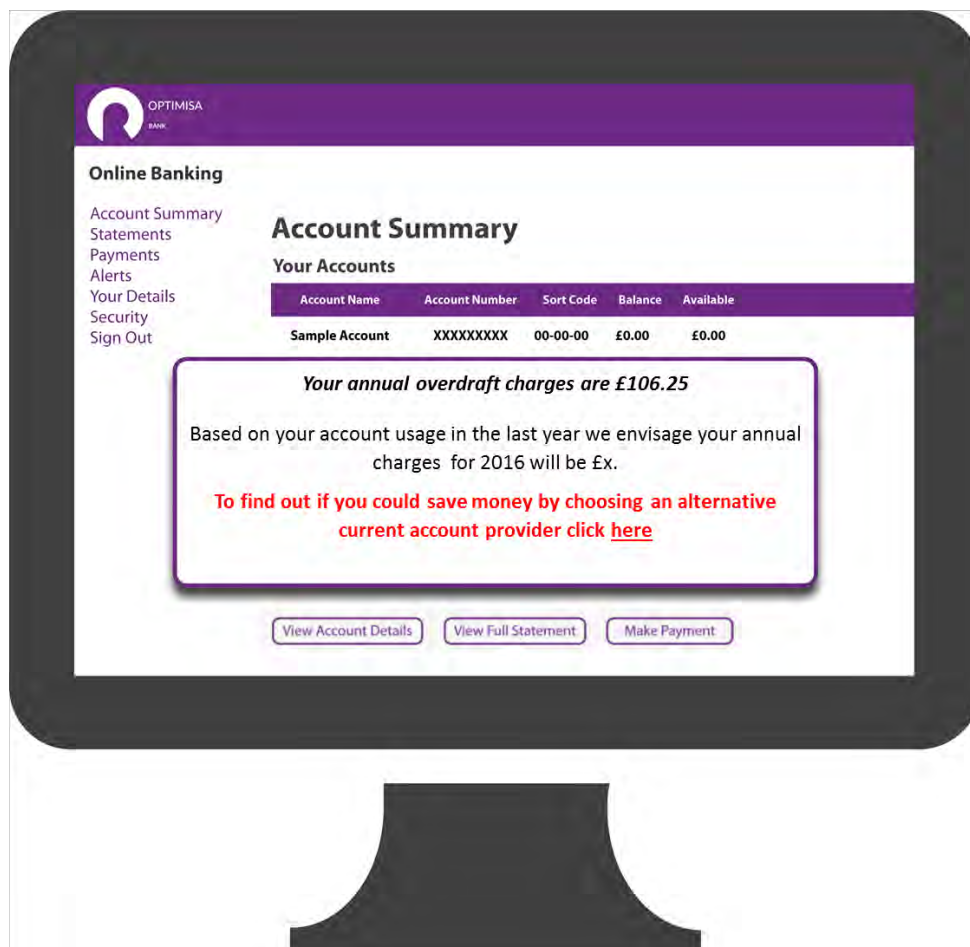
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3.7.6 Regular, Heavy Overdraft Users (Monthly, Unauthorised Charges)

Letter A

Mr AB Sample
123 Sample Street
Sample Town
Sample City
SP1 1SP

Account type: Optimisa
Standard

Sort code: 00-00-00

December 2015

Dear Mr Sample,

Summary of your monthly Bank Account charges

In the last month you incurred additional charges on your account, and please see below for the details;

Summary of your Bank Account charges and interest: 29 November 2015 – 28 December 2015	
Arranged overdraft fees and interest	£7.62
Unauthorised overdraft fees (where you have exceeded your agreed overdraft limit)	£50.00
Total charges	£57.62

Your current overdraft limit is £500.00, and interest charged at 19.9%.

Alternative providers

We are required by the Financial Conduct Authority (FCA) to inform you of how our charges compare with other providers, as shown in the comparison table below;

Product & Provider	Arranged overdraft limits	Authorised Overdraft charges	Unauthorised overdraft fees
Alt Bank Standard Account	Up to £500	£0.50 per day	£25 per transaction
Other Bank Standard Account	Up to £500	£5 per month	£20 per transaction
Optimisa Bank	Up to £500	£1 per day	£25 per transaction

Alt Bank Reward Account	Up to £400	£1 per day	£20 per transaction
Zoo Bank Reward Account	Up to £250	£6 per month	£20 per transaction

Switching to an alternative banking provider

Remember, you might be spending too much on overdraft charges. You can switch bank accounts at any time and *The Current Account Switch Service* guarantees that switching from one bank or building society to another will be simple, quick and hassle-free. For more information visit: www.simplerworld.co.uk.

Any further questions

If you have any further questions or concerns, we're here to help and you can speak to us in branch, or on our dedicated helpline 0800 000 000. We're available Monday to Friday 8am – 8pm, and Saturday 9am – 6pm.

If you contact us we may be able to help with your overdraft arrangements and help you to reduce your fees in future.

Yours sincerely,

Alan Smith
Bank Branch Manager



Letter B

Mr AB Sample
123 Sample Street
Sample Town
Sample City
SP1 1SP

Account type: Optimisa
Standard

Sort code: 00-00-00

December 2015

Dear Mr Sample,

Summary of your monthly Bank Account charges

In the last month you incurred additional charges on your account, and please see below for the details;

Summary of your Bank Account charges and interest: 29 November 2015 – 28 December 2015	
Arranged overdraft fees and interest	£7.62
Unauthorised overdraft fees (where you have exceeded your agreed overdraft limit)	£50.00
Total charges	£57.62

Your current overdraft limit is £500.00, and interest charged at 19.9%.

Switching to an alternative banking provider

You could be missing out on as much as £x a year by paying too much in charges. This could be a good time to consider what other current accounts are available, and we have included a leaflet which provides more information about switching and the *Current Account Switch Service*. Switching your bank account may be easier than you think;

- All you need to do is apply for a new account
- You can do it branch, over the phone or online
- You will have to provide some form of ID as part of the process
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If you have any further questions or concerns, we're here to help and you can speak to us in branch, or on our dedicated helpline 0800 000 000. We're available Monday to Friday 8am – 8pm, and Saturday 9am – 6pm.

Yours sincerely,

Alan Smith
Bank Branch Manager



Letter C

Mr AB Sample
123 Sample Street
Sample Town
Sample City
SP1 1SP

Account type: Optimisa
Standard

Sort code: 00-00-00

December 2015

Dear Mr Sample,

Summary of your monthly Bank Account charges

In the last month you incurred additional charges on your account, and please see below for the details;

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Yours sincerely,

Alan Smith
Bank Branch Manager

midata

Letter D

Mr AB Sample
123 Sample Street
Sample Town
Sample City
SP1 1SP

Account type: Optimisa
Standard

Sort code: 00-00-00

December 2015

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Switching to an alternative banking provider

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Yours sincerely,

Alan Smith

Bank Branch Manager

midata



Email



A



Summary of your monthly Bank Account charges

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If you contact us we may be able to help with your overdraft arrangements and help you to reduce your fees in future.

Thank you for banking with Optimisa Bank

B



Summary of your monthly Bank Account charges

Dear Mr Sample,

In the last month you incurred additional charges on your account, and please see below for the details;

Summary of your Bank Account charges and interest: 29 November 2015 – 28 December 2015	
Arranged overdraft fees and interest	£7.62
Unauthorised overdraft fees (where you have exceeded your agreed overdraft limit)	£50.00
Total charges	£57.62

Your current overdraft limit is £500.00, and interest charged at 19.9%.

Switching to an alternative banking provider

You could be missing out on as much as £x a year by paying too much in charges. This could be a good time to consider what other current accounts are available, and we have included a leaflet which provides more information about switching and the Current Account Switch Service. Switching your bank account may be easier than you think;

- All you need to do is apply for a new account
- You can do it branch, over the phone or online
- You will have to provide some form of ID as part of the process
- The new bank or building society will then manage the switch

Any further questions

If you have any further questions or concerns, we're here to help and you can speak to us in branch, or on our dedicated helpline 0800 000 000. We're available Monday to Friday 8am – 8pm, and Saturday 9am – 6pm.

Thank you for banking with Optimisa Bank

C



Summary of your monthly Bank Account charges

Dear Mr Sample,

In the last month you incurred additional charges on your account, and please see below for the details;

Summary of your Bank Account charges and interest: 29 November 2015 – 28 December 2015	
Arranged overdraft fees and interest	£7.62
Unauthorised overdraft fees (where you have exceeded your agreed overdraft limit)	£50.00
Total charges	£57.62

Your current overdraft limit is £500.00, and interest charged at 19.9%.

Switching to an alternative banking provider

We are required by the Financial Conduct Authority (FCA) to remind you that you could switch to an alternative banking provider and you could save as much as £x a year by doing so. You can get a personalised industrywide, comparison of the best offers around, via the Government backed Midata website (www.midata.co.uk).

Any further questions

If you have any further questions or concerns, we're here to help and you can speak to us in branch, or on our dedicated helpline 0800 000 000. We're available Monday to Friday 8am – 8pm, and Saturday 9am – 6pm.

Thank you for banking with Optimisa Bank

D



Summary of your monthly Bank Account charges

Dear Mr Sample,

In the last month you incurred additional charges on your account, and please see below for the details;

Summary of your Bank Account charges and interest: 29 November 2015 – 28 December 2015	
Arranged overdraft fees and interest	£7.62
Unauthorised overdraft fees (where you have exceeded your agreed overdraft limit)	£50.00
Total charges	£57.62

Your current overdraft limit is £500.00, and interest charged at 19.9%. If you contact us we may be able to help with your overdraft arrangements and help you to reduce your fees in future.

Switching to an alternative banking provider

Remember, it might be worth checking if you're spending too much on bank charges, and you can see how we compare to other current account providers by visiting the Government backed Midata website (www.midata.co.uk). You can switch bank accounts at any time and the process is backed by the Current Account Switch Service guarantee.

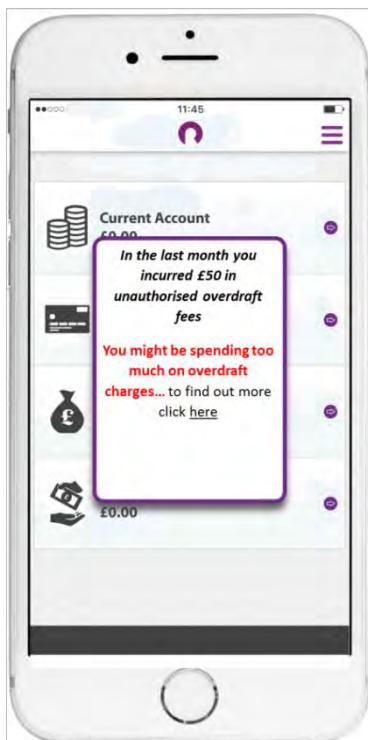
Any further questions

If you have any further questions or concerns, we're here to help and you can speak to us in branch, or on our dedicated helpline 0800 000 000. We're available Monday to Friday 8am – 8pm, and Saturday 9am – 6pm.

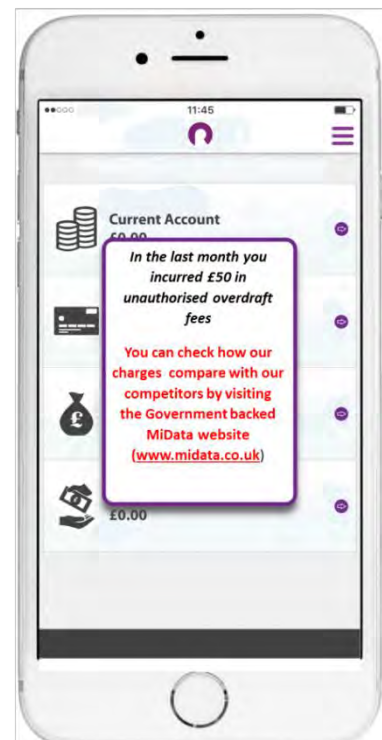
Thank you for banking with Optimisa Bank

Mobile App Notification

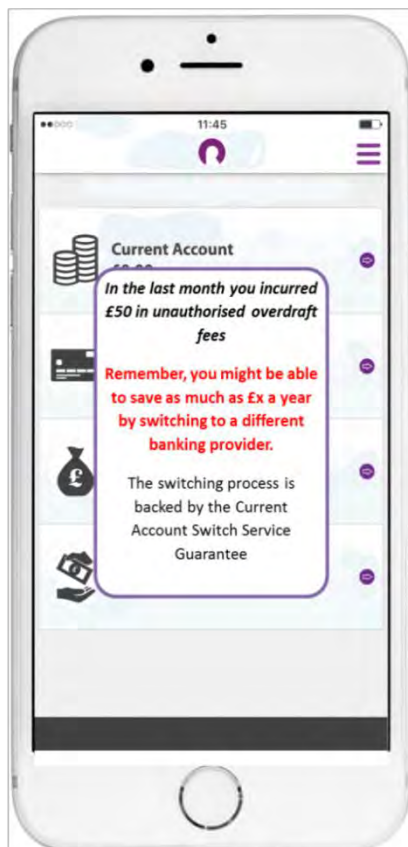
A



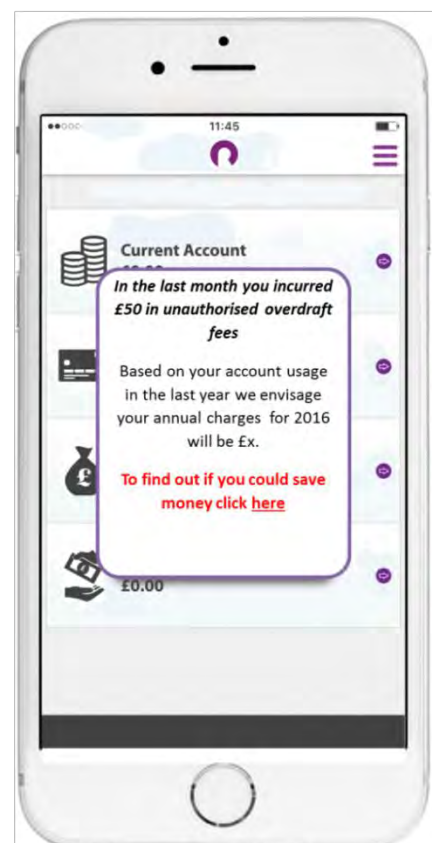
B



C

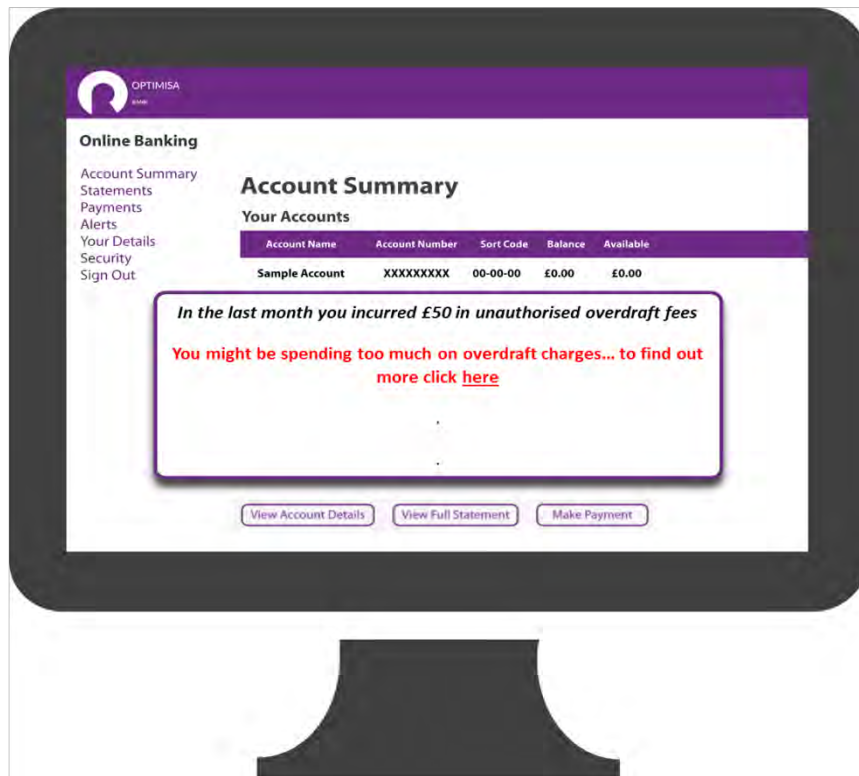


D

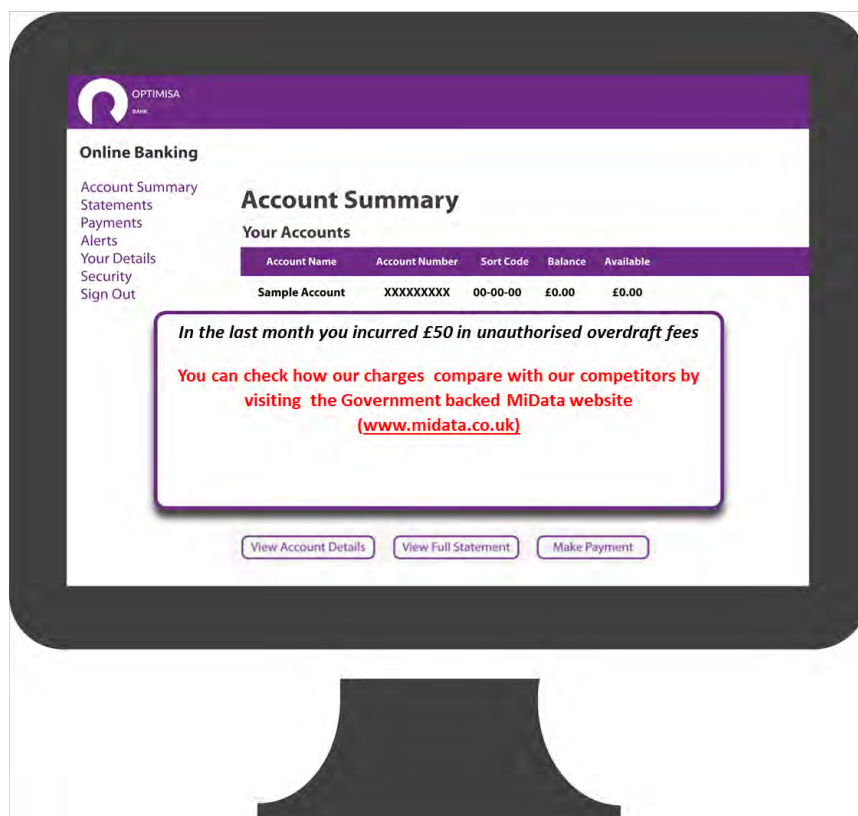


Online Banking Notification

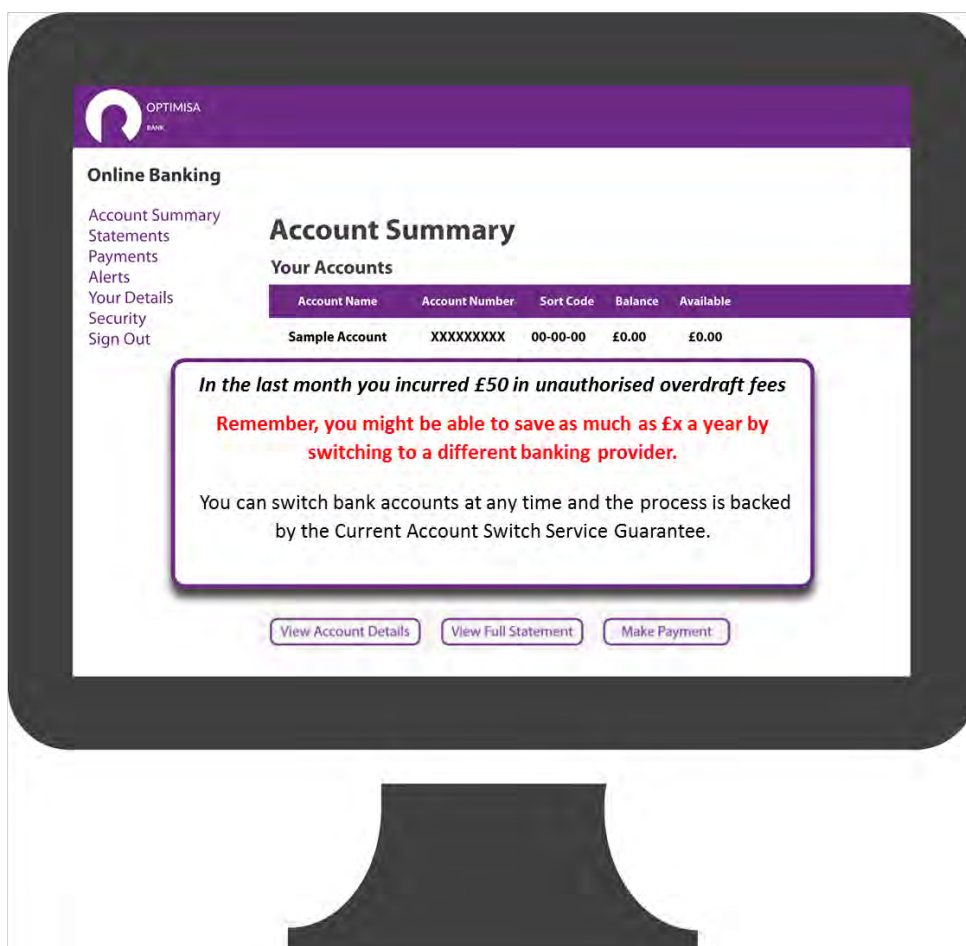
A



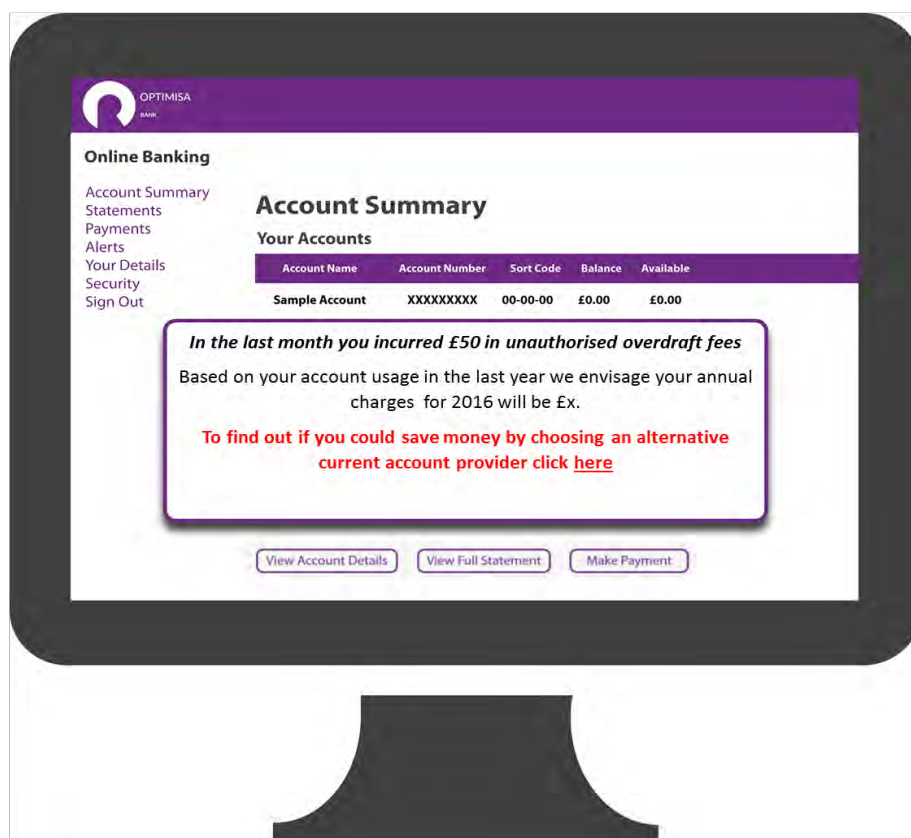
B



C



D



3.7.7 CASS Insert



The **Current Account Switch Service** makes switching from one bank or building society to another simple whether you're a consumer, small charity or small business.

You'll find the main benefits of the service below:

Choose a switch date to suit you

To make the whole process even easier you can choose your own switch date. Just make sure you allow seven working days for the switch process to take place.

Payments transfer automatically

When you switch your current account all your Direct Debits and standing orders will move over too.

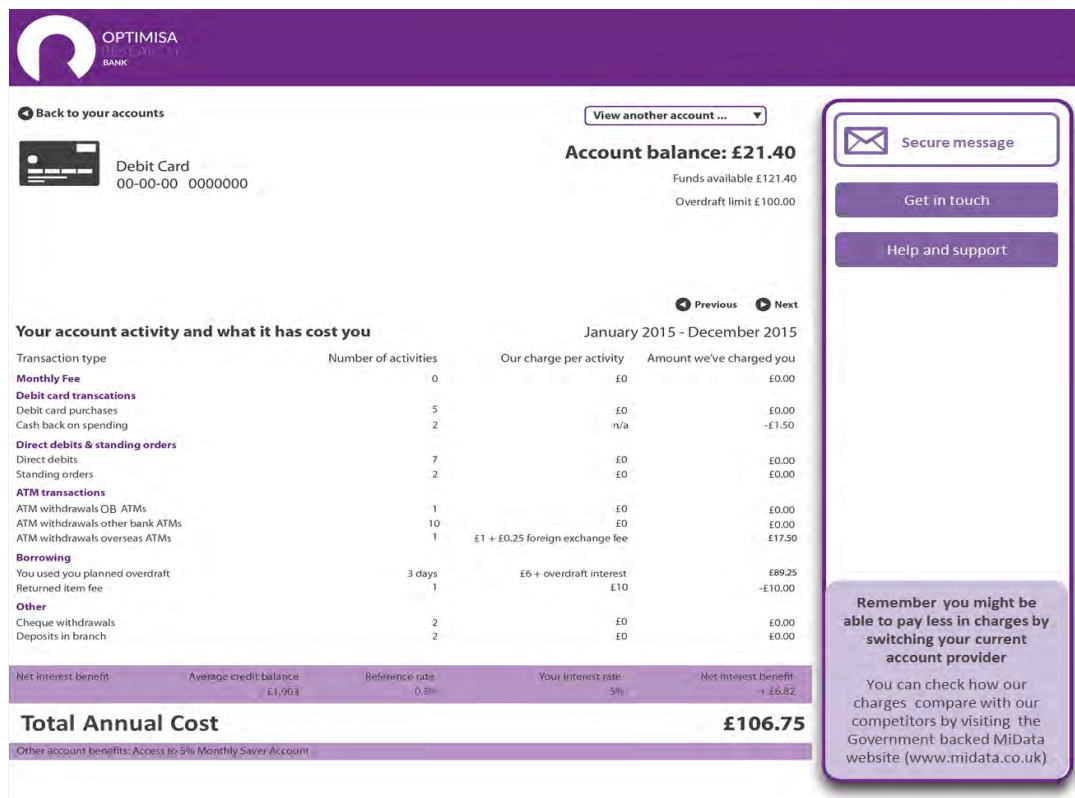
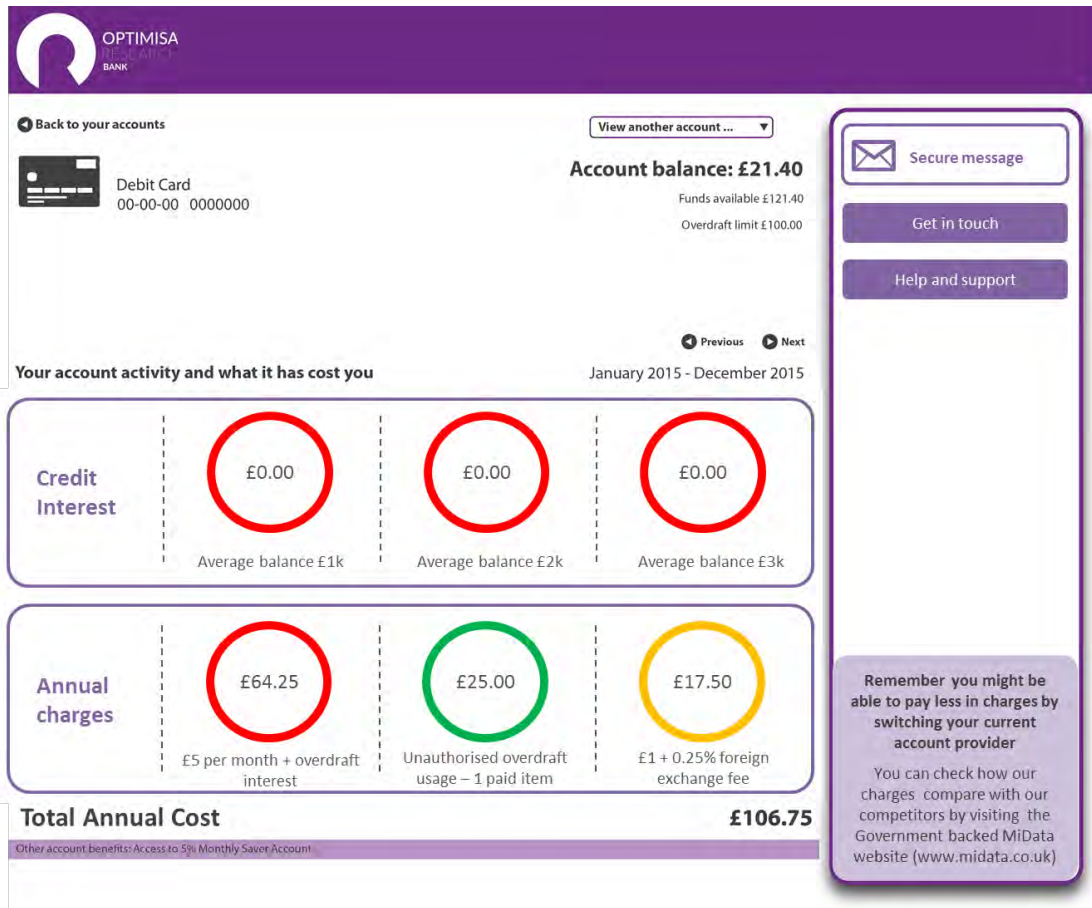
Payments are redirected for 36 months

Any payments accidentally made to your old account will be redirected to your new account for 36 months, so there's no need to worry about missing payments

The switching process is the same everywhere:

The Current Account Switch Service is supported by UK banks and building societies, ensuring the process is the same wherever you're switching to.

3.7.8 Annual Periodic Review



3.7.9 In branch Poster

Customer Satisfaction League Table



Which?

Please see below for a Which? Comparison table which shows how we compare with competitors in terms of service quality;

Provider	Customer score
Optimisa Bank	83%
Metro Bank	76%
Citibank	75%
Santander	75%
Nationwide	73%
Tsb Bank	68%
Smile	65%
Tesco Bank	65%
Virgin Money	63%
M&S Bank	61%
Lloyds Bank	59%
HSBC	54%
Yorkshire Bank	54%
Natwest	52%
Bank of Scotland	50%

Please see below for a Which? Comparison table which shows how we compare with competitors in terms of customer satisfaction;

Customer satisfaction for banking							
Provider	Customer service	Clarity of statements	Dealing with queries and complaints	Service in branch	Telephone service	Internet service	Customer Score
Optimisa Bank	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	83%
Metro Bank	★★★★★	★★★★★	★★★★★	★★★★★	n/a	★★★★★	75%
Norwich & Peterborough BS	★★★★★	★★★★★	★★★★★	★★★★★	n/a	★★★★★	73%
Citibank	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	69%
Santander	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	68%
Nationwide	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	68%
Marks and Spencer Bank	★★★★★	★★★★★	★★★★★	n/a	n/a	★★★★★	67%
Coventry Building Society	★★★★★	★★★★★	★★★★★	n/a	n/a	n/a	65%
Co-operative Bank	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	64%
TSB Bank	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	64%
Smile	★★★★★	★★★★★	★★★★★	n/a	★★★★★	★★★★★	64%
Tesco Bank	★★★★★	★★★★★	n/a	n/a	n/a	★★★★★	63%
Virgin Money	★★★★★	★★★★★	★★★★★	n/a	n/a	n/a	63%
Bank of Ireland	★★★★★	★★★★★	★★★★★	★★★★★	n/a	★★★★★	61%
Halifax	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	60%
Intelligent Finance	★★★★★	★★★★★	★★★★★	n/a	n/a	★★★★★	57%
Lloyds Bank	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	57%
Danske Bank	★★★★★	★★★★★	★★★★★	★★★★★	n/a	n/a	57%
Clydesdale Bank	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	57%
HSBC	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	57%
NatWest	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	56%
Yorkshire Bank	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	56%
Post Office	★★★★★	★★★★★	★★★★★	★★★★★	n/a	n/a	55%
Barclays Bank	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	55%
Bank of Scotland	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	55%

3.7.10 Third Party Stimulus

Opt- In Letter

Mr AB Sample
123 Sample Street
Sample Town
Sample City
SP1 1SP

December 2015

Dear Mr Sample,

You've had the same current account with us for five or more years

As a result The Competition and Markets Authority ('CMA') has required us to disclose to the UK financial regulator, the Financial Conduct Authority ('FCA') certain information about your current account.

This measure has been adopted following the CMA's banking market investigation which has found you might be missing out on as much £x a year by staying with your current banking provider. Overall the study found that customer inactivity and lack of engagement is a source of competitive harm in the current account market.

As mentioned you have been identified as one of the customers who has had the same current account for five or more years. Accordingly, we have been required to disclose certain information about you to the FCA, Money Advice Service and other FCA-authorized providers. In particular, the information that we have been required to disclose is the following: your current account provider at present, your name and surname and billing address.

Your information will be held in a secure database operated by the FCA to which only them and FCA-authorized providers may send you communications and/or information about current account products which may be of interest to you and only on an annual basis.

If you do not wish your information to be disclosed, please tick the relevant box included in the slip below and return the slip to us within the next 30 days. Alternatively, you can object to the disclosure of your information by calling us at this number (xxx) within the next 30 days.

Please note that if you do not send us the slip below or call us within the next 30 days, your information will be made accessible to the FCA and FCA-authorized providers.

Yours sincerely,

Alan Smith

Bank Branch Manager

SLIP

☐

I object to the following information being disclosed to the FCA and FCA-authorised providers; being used by the FCA to send communications to customers; and, being used by FCA-authorised providers for marketing purposes.:

- ☐ Your current account provider at present
- ☐ Name and surname
- ☐ Billing address
- ☐ Fixed telephone number
- ☐ e-mail address
- ☐ mobile telephone number

To be returned by:

Post using the envelope provided

Opt- out Online Notification

A



C. Remedies 3, 5 and 7- Test and Refine

3.8 Recruitment screeners

3.8.1 SME recruitment screener

INTRODUCTION Good morning/afternoon/evening, my name is from Optimisa Research. We are conducting some research exploring people's business banking experiences. We are conducting some depth interviews to explore attitudes towards current accounts and we would like to get your views. This would involve attending a depth interview lasting 75 minutes.		
Q1 Would you be interested in taking part? <div style="text-align: right;"> Yes ----- No </div>	<div style="text-align: center;"> (S) 1 ----- 2 </div>	<div style="text-align: center;"> Q2a ----- T&C </div>
I'd like to ask you a few questions to make sure that we are speaking to the right people if that's OK? So firstly...		
Q2a Can I just check if you or any members of your family or friends work or have ever worked in any of the following industries? <div style="text-align: right;"> Marketing Market Research Journalism Financial services (banks, building societies, insurance companies etc.) Financial advisers Any regulatory bodies (e.g FCA, CMA, Bacs, Payments UK etc.) ----- None of these </div>	<div style="text-align: center;"> (M) 1 2 3 4 5 6 ----- 7 </div>	<div style="text-align: center;"> T&C ----- Q2b </div>
T&C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM NOT ALLOWED TO INTERVIEW ANYONE WHO WORKS IN THAT PARTICULAR INDUSTRY		

Q2b	<p>And have you attended any discussions/interviews for the purpose of market research during the past 6 months?</p> <p style="text-align: right;">Yes ----- No</p> <p>T&C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM NOT ALLOWED TO INTERVIEW ANYONE WHO HAS ATTENDED ANY DISCUSSIONS FOR THE PURPOSE OF RESEARCH DURING THE PAST 6 MONTHS</p>	<p>(S) 1 ----- 2</p>	<p>T&C ----- Q2c</p>
Q2c	<p>How many group discussions/interviews for the purpose of market research have you ever attended?</p> <p style="text-align: right;">None 1 2 3 ----- More than 3</p> <p>T&C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM NOT ALLOWED TO INTERVIEW ANYONE WHO HAS ATTENDED MORE THAN 3 GROUP DISCUSSIONS/ INTERVIEWS FOR THE PURPOSE OF RESEARCH</p>	<p>(S) 1 2 3 4 ----- 5</p>	<p>Q2d ----- T&C</p>
Q2d	<p>Have you ever attended a group discussion or interview on the subject of business bank accounts?</p> <p style="text-align: right;">Yes ----- No</p> <p>T&C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM NOT ALLOWED TO INTERVIEW ANYONE WHO HAS ATTENDED A GROUP DISCUSSION ON THIS SUBJECT PREVIOUSLY</p>	<p>(S) 1 ----- 2</p>	<p>T&C - ----- Q3a</p>

A bit about your business...			
Q3a	<p>What area of business does your company/organisation cover?</p> <div style="text-align: right;"> (S) 1 Agriculture/farming 2 Automotive 3 Building & Construction 4 Design 5 Education 6 Health & Social Work 7 Hotels & Restaurants 8 Retail (trade/wholesale) 9 Service 10 Transport 11 Utilities (water/gas/electricity) 12 Other (Please State) _____ ----- 13 Charity/Club/Society </div> <p>RECRUIT A MIX ACROSS DEPTHS</p>	12 Q3b ----- 13 T&C	
Q3b	<p>And what is your business's turnover per year approximately?</p> <div style="text-align: right;"> (S) 1 Under £250k 2 £250k-£1m 3 £1m - £2m ----- 4 £2m – £3.5m 5 £3.5 – 6.5m ----- 6 Over £6.5m </div> <p>ACROSS ALL DEPTHS – HALF TO CODE 1-3 (UNDER £2M) AND HALF TO CODE 4-5 (£2-6.5M) NONE TO CODE 6 – OVER £6.5M - T&C</p>	1 2 3 ----- 4 5 Q3c ----- 6 T&C	
Q3c	<p>How many employees does your business have – including you?</p> <div style="text-align: right;"> (S) 1 One – (I am a sole trader) 2 2-9 3 10-25 4 26-50 ----- 5 50+ </div> <p>AIM TO RECRUIT A MIX ACROSS DEPTHS NONE TO CODE 5 – OVER 50 EMPLOYEES – T&C</p>	1 2 3 4 Q3d ----- 5 T&C	

Q3d	<p>And how long has your current business been operating?</p> <p style="text-align: right;">(S)</p> <p style="text-align: right;">Less than 1 year 1</p> <p style="text-align: right;">1 – 3 years 2</p> <p style="text-align: right;">-----</p> <p style="text-align: right;">4 – 9 years 3</p> <p style="text-align: right;">10 years or more 4</p> <p>AIM FOR A MIX ACROSS DEPTHS</p>		Q3e
Q3e	<p>And does the nature of your business, require you to hold a foreign currency account for trading internationally?</p> <p style="text-align: right;">(S)</p> <p style="text-align: right;">Yes 1</p> <p style="text-align: right;">-----</p> <p style="text-align: right;">No 2</p> <p>NONE TO REQUIRE A CURRENCY ACCOUNT FOR TRADING INTERNATIONALLY</p>		T&C ----- Q3f
Q3e	<p>Are you responsible for the decision making and administration of your business's main bank account?</p> <p style="text-align: right;">(S)</p> <p style="text-align: right;">Yes – solely 1</p> <p style="text-align: right;">-----</p> <p style="text-align: right;">Yes - partly 2</p> <p style="text-align: right;">-----</p> <p style="text-align: right;">No 3</p>		Q4 ----- Q3g
Q3f	<p>Would someone who is responsible for the decision making and administration of your business's main bank account be interested in taking part?</p> <p style="text-align: right;">(S)</p> <p style="text-align: right;">Yes 1</p> <p style="text-align: right;">-----</p> <p style="text-align: right;">No 2</p>		Re-start from Q1 ----- T&C
A bit about your business bank account....			
Q4	<p>What type of banking account do you use for your business?</p> <p style="text-align: right;">(S)</p> <p style="text-align: right;">Personal bank account 1</p> <p style="text-align: right;">-----</p> <p style="text-align: right;">Business bank account 2</p> <p>CODE 1 - T&C</p> <p>MUST CODE 2 – HAVE A BUSINESS BANK ACCOUNT</p>		T&C ----- Q5a

Q5a	<p>Have you ever switched the bank or building society at which you hold your main business bank account?</p> <p><i>By switching, I mean changed your current account from one provider to another whereby your new account becomes your main current account</i></p>	<p>(S)</p> <p>Yes 1</p> <p>-----</p> <p>No 2</p>	<p>Q5b</p> <p>-----</p> <p>Q6</p>
Q5b	<p>How recently did you move your main business bank account to a new provider?</p>	<p>(S)</p> <p>In the last 2 years 1</p> <p>-----</p> <p>2– 5 years ago 2</p> <p>Over 5 years ago 3</p> <p>NONE TO HAVE SWITCHED THEIR BUSINESS ACCOUNT PROVIDER IN THE LAST 2 YEARS</p>	<p>T&C</p> <p>-----</p> <p>Q6</p>
Q6	<p>How open would you be to considering switching the bank or building society at which you hold your main business bank account in the future?</p>	<p>(S)</p> <p>I would definitely consider switching my main business account 1</p> <p>I would probably consider switching my main business account 2</p> <p>I probably wouldn't consider switching my main business account 3</p> <p>-----</p> <p>I definitely wouldn't consider switching my main business account 4</p> <p>EXCLUDE ANYONE WHO DEFINITELY WOULDN'T CONSIDER SWITCHING THEIR MAIN BUSINESS ACCOUNT</p>	<p>Q7a</p> <p>-----</p> <p>T&C</p>
ASK ALL – About your bank...			
Q7a	<p>And can I just check who you have your main business current account with at present?</p>	<p>(S)</p> <p>Adam & Company 1</p> <p>Allied Irish Bank 2</p> <p>Bank of Ireland UK PLC 3</p> <p>Bank of Scotland 4</p>	<p>Q7b</p>

	<div> <div>Barclays</div> <div>5</div> </div> <div> <div>Clydesdale Bank</div> <div>6</div> </div> <div> <div>Cumberland Building Society</div> <div>7</div> </div> <div> <div>First Direct</div> <div>8</div> </div> <div> <div>First Trust Bank</div> <div>9</div> </div> <div> <div>Halifax</div> <div>10</div> </div> <div> <div>Handesbanken</div> <div>11</div> </div> <div> <div>HSBC Bank plc</div> <div>12</div> </div> <div> <div>Isle of Man Bank</div> <div>13</div> </div> <div> <div>Lloyds</div> <div>14</div> </div> <div> <div>M&S Bank</div> <div>15</div> </div> <div> <div>Metro Bank</div> <div>16</div> </div> <div> <div>Nationwide Building Society</div> <div>17</div> </div> <div> <div>Natwest</div> <div>18</div> </div> <div> <div>Post Office</div> <div>19</div> </div> <div> <div>RBS International</div> <div>20</div> </div> <div> <div>Santander</div> <div>21</div> </div> <div> <div>Tesco Bank</div> <div>22</div> </div> <div> <div>The Co-operative Bank</div> <div>23</div> </div> <div> <div>TSB</div> <div>24</div> </div> <div> <div>Yorkshire Bank</div> <div>25</div> </div> <div> <div>Yorkshire Building Society</div> <div>26</div> </div> <div> <div>Other (Please specify)_____</div> <div>27</div> </div>		
	AIM FOR A MIX		
Q7b	<p>And which of the following ways do you regularly use (at least once a month) to manage your account?</p> <div> <div>(M)</div> <div>In Branch</div> <div>1</div> </div> <div> <div>Over the telephone</div> <div>2</div> </div> <div> <div>Online</div> <div>3</div> </div> <div> <div>Tablet / Mobile phone app</div> <div>4</div> </div> <div> <div>Other_____</div> <div>5</div> </div>		Q8
	MUST CODE 3 AND/OR 4 TO CONTINUE – MANAGE ONLINE AND/OR VIA APP OTHERWISE T&C		
Q8	<p>Which of the following payment methods do customers use to pay you?</p> <div> <div>(M)</div> <div>Cash</div> <div>1</div> </div> <div> <div>Cheque</div> <div>2</div> </div> <div> <div>Debit Card</div> <div>3</div> </div>		

	<div style="text-align: right;"> Credit Card 4 Standing Order 5 Direct Debit 6 Electronic Transfer 7 Mobile payments 8 Online payment transfers 9 </div> <div style="text-align: right; margin-top: 10px;"> Other (write in) 10 </div> <p>AIM FOR A MIX</p>		Q8a															
Q8a	<p>Please can you tell me which of the following devices you typically use in a week?</p> <table border="1" style="width: 100%; text-align: center;"> <thead> <tr> <th>Device</th><th>Uses personally</th><th>Uses for business</th></tr> </thead> <tbody> <tr><td>Desktop</td><td></td><td></td></tr> <tr><td>Laptop</td><td></td><td></td></tr> <tr><td>Tablet</td><td></td><td></td></tr> <tr><td>Smartphone</td><td></td><td></td></tr> </tbody> </table> <p>ALL TO USE AT LEAST ONE OF THE ABOVE FOR BUSINESS WEEKLY IF USE NONE OF THE ABOVE ON A WEEKLY BASIS T&C</p>	Device	Uses personally	Uses for business	Desktop			Laptop			Tablet			Smartphone			(M)	Q9
Device	Uses personally	Uses for business																
Desktop																		
Laptop																		
Tablet																		
Smartphone																		
Q8b	<p>Which of the following best describes your own personal behaviour regarding technology?</p> <div style="margin-top: 20px;"> I like to buy the latest technology that is right at the cutting edge as soon as it is available I may not be the first but I like to own the latest technology before most people I like to buy the latest technology but only after considering which is best I like to buy products that have a proven technology rather than simply the latest technology I only buy technology when it has become standard and I need a replacement </div> <p>CONFIDENT (CODE 1-3) NOT CONFIDENT (CODE 4-5)</p> <p>RECRUIT AS PER CRITERIA</p>	(S) 1 2 3 4 5	Q9															

Supervisor print name :			
I DECLARE THAT THIS INTERVIEW WAS CONDUCTED ACCORDING TO THE INSTRUCTIONS GIVEN, AND THE MRS CODE OF CONDUCT, WITH A PERSON WHO WAS NOT KNOWN TO ME.			
Signed :		Print :	
PLEASE CHECK YOU HAVE PUT YOUR INTERVIEWER NUMBER ON THE TOP AND THE INTERVIEW DATE			
PLEASE COMPLETE THE NAME AND ADDRESS SECTION ON THE FOLLOWING PAGE. FOR DATA PROTECTION PURPOSES THIS WILL BE REMOVED ONCE THE RESEARCH IS COMPLETE			
PLEASE COMPLETE ADDRESS DETAILS IN BLOCK CAPITALS			
Mr/Mrs/Miss/Ms (please circle appropriately) NAME :			
ADDRESS :			
.....		POST CODE :	
TEL (HOME) :		WORK :	
MOBILE NO :			
EMAIL ADDRESS :			

3.1.1 Consumer recruitment screener

INTRODUCTION

Good morning/afternoon/evening, my name is from Optimisa Research. We are conducting some research exploring perceptions of current accounts and retail banking.

We are conducting some depth interviews and we would like to get your views. This would involve attending a depth interview lasting 75 minutes.

Q1	Would you be interested in taking part?	(S)	
	Yes	1	Q2a
	-----	----	-----
	No	2	T&C

I'd like to ask you a few questions to make sure that we are speaking to the right people if that's OK?

So firstly...

Q2a	Can I just check if you or any members of your family or friends work or have ever worked in any of the following industries?	(M)	
	Marketing	1	
	Market Research	2	
	Journalism	3	
	Financial services (banks, building societies, insurance companies etc.)	4	T&C
	Financial advisers	5	
	Any regulatory bodies (e.g FCA, CMA, Bacs, Payments UK etc.)	6	
	-----	----	-----
	None of these	7	Q2b
<i>T&C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM NOT ALLOWED TO INTERVIEW ANYONE WHO WORKS IN / HAS CLOSE FRIENDS/FAMILY WHO WORK IN THAT PARTICULAR INDUSTRY</i>			

Q2b	And have you attended any discussions/interviews for the purpose of market research during the past 6 months?	(S)	
	Yes	1	T&C

<p>No</p> <p><i>T&C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM NOT ALLOWED TO INTERVIEW ANYONE WHO HAS ATTENDED ANY DISCUSSIONS FOR THE PURPOSE OF RESEARCH DURING THE PAST 6 MONTHS</i></p>	<p>----</p> <p>2</p>	<p>-----</p> <p>Q2c</p>
<p>Q2c How many group discussions/interviews for the purpose of market research have you ever attended?</p> <p>None</p> <p>1</p> <p>2</p> <p>3</p> <p>-----</p> <p>More than 3</p> <p><i>T&C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM NOT ALLOWED TO INTERVIEW ANYONE WHO HAS ATTENDED MORE THAN 3 GROUP DISCUSSIONS/ INTERVIEWS FOR THE PURPOSE OF RESEARCH</i></p>	<p>(S)</p> <p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>-----</p> <p>5</p>	<p>Q2d</p> <p>-----</p> <p>T&C</p>
<p>Q2d Have you ever attended a group discussion or interview on the subject of current accounts?</p> <p>Yes</p> <p>-----</p> <p>No</p> <p><i>T&C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM NOT ALLOWED TO INTERVIEW ANYONE WHO HAS ATTENDED A GROUP DISCUSSIONS/ INTERVIEW ON THE SUBJECT OF CURRENT ACCOUNTS FOR THE PURPOSE OF RESEARCH</i></p>	<p>(S)</p> <p>1</p> <p>-----</p> <p>2</p>	<p>T&C -</p> <p>-----</p> <p>Q3</p>
<p>Q3 Are you responsible for the decision making and administration of your current account?</p> <p>By current account, I mean a main bank account that your salary is paid into and you withdraw money or pay bills out of.</p>	<p>(S)</p>	

Yes – solely	1	
Yes - jointly	2	Q4a
-----	----	-----
No	3	T&C
<p>T&C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM ONLY ALLOWED TO INTERVIEW THOSE WHO ARE JOINTLY OR SOLELY RESPONSIBLE FOR DECISION MAKING AND ADMINISTRATION REGARDING THEIR CURRENT ACCOUNT</p>		
A bit about your current account...		
Q4a	Have you ever switched bank or building society at which you hold your main current account?	
	<p><i>By current account, I mean a main bank account that your salary is paid into and you withdraw money or pay bills out of</i></p> <p><i>By switching, I mean changed your current account from one provider to another whereby your new account becomes your main current account</i></p>	
Yes	(S)	

No	1	Q4b
	----	-----
	2	Q5

Q4b	<p>How recently did you move your main current account to a new provider?</p> <p>In the last 2 years</p> <p>-----</p> <p>Over 2 years ago</p> <p>NONE TO HAVE SWITCHED THEIR CURRENT ACCOUNT PROVIDER IN THE LAST 2 YEARS</p>	<p>(S)</p> <p>1</p> <p>----</p> <p>2</p>	<p>T&C</p> <p>----</p> <p>Q5</p>
Q5	<p>How open would you be to considering switching the bank or building society at which you hold your main current account in the future?</p> <p>I would definitely consider switching my main current account</p> <p>I would probably consider switching my main current account</p> <p>I probably wouldn't consider switching my main current account</p> <p>-----</p> <p>I definitely wouldn't consider switching my main current account</p> <p>EXCLUDE THOSE WHO DEFINITELY WOULDN'T CONSIDER SWITCHING THEIR MAIN ACCOUNT</p>	<p>(S)</p> <p>1</p> <p>2</p> <p>3</p> <p>----</p> <p>4</p>	<p>Q6</p> <p>-----</p> <p>T&C</p>
Q6	<p>What kind of main current account do you have?</p> <p>Standard current account</p> <p>Packaged account</p> <p>Student or Graduate account</p>	<p>(S)</p> <p>1</p> <p>2</p> <p>3</p>	<p>Q7</p>

	RECRUIT AS PER CRITERIA		
Q7	<p>Typically, how much do you have in your current account by the end of each month?</p> <p>I tend to be in my overdraft (Less than £0)</p> <p>-----</p> <p>I normally still have a small amount of money left in my account (£1-£2000)</p> <p>I tend to keep savings in my current account therefore have a large balance (£2000+)</p> <p>CODE 1 TO BE CONSIDERED FOR OVERDRAFT USERS</p> <p>CODE 2 TO BE CONSIDERED FOR REGULAR CREDIT BALANCE</p> <p>CODE 3 TO BE CONSIDERED FOR HIGH CREDIT BALANCE</p> <p>RECRUIT AS PER CRITERIA</p>	<p>1</p> <p>----</p> <p>2</p> <p>3</p>	<p>Q8a</p> <p>-----</p> <p>Q11</p>
Q8a	<p>And when you use your overdraft, which of these bands fits the amount you <i>typically</i> enter your overdraft each month?</p> <p>Up to £100</p> <p>£100-£300</p> <p>£301-£500</p> <p>More than £500</p>	<p>(S)</p> <p>1</p> <p>2</p> <p>3</p> <p>4</p>	<p>Q8c</p>

Q8b	Do you have an agreed (planned) overdraft facility with your main current account?	(S)	
	Yes	1	
	No	2	
	Don't know	3	Q8d
Q8c	Do you ever incur additional charges for using an unauthorized overdraft facility on your main current account?	(S)	
	Yes	1	
	No	2	
	Don't know	3	Q9

Q9	And can I just check who you have your current account with at present?		
		(S)	
	Adam & Company	1	
	Allied Irish Bank	2	
	Bank of Ireland UK PLC	3	
	Bank of Scotland	4	
	Barclays	5	
	Clydesdale Bank	6	
	Coutts	7	
	Cumberland Building Society	8	
	Danske Bank A/S London Branch	9	
	Danske Bank (Northern Bank Limited)	10	
	First Direct	11	
	First Trust Bank	12	
	Halifax	13	
	Handesbanken	14	
	HSBC Bank plc	15	
	Lloyds	16	
	M&S Bank	17	
	Metro Bank	18	
	Nationwide Building Society	19	
	Natwest	20	
	Post Office	21	
	RBS International	22	
	Reliance Bank	23	
	Santander	24	
	Smile	25	

	Tesco Bank	26	Q10	
	The Co-operative Bank	27		
	TSB	28		
	Ulster Bank	29		
	Virgin Money	30		
	Yorkshire Bank	31		
	Yorkshire Building Society	32		
	Other (Please specify) _____	33		
Q10	And which of the following ways do you regularly use to manage your account? i.e. at least once a month			Q11
	In Branch	(M) 1		
	Over the telephone	2		
	Online	3		
	Tablet / Mobile phone app	4		
	Other _____	5		
	MUST CODE 3 AND/OR 4 TO CONTINUE – MANAGE ONLINE AND/OR VIA APP			
	OTHERWISE T&C			
ASK ALL – A little bit about your online and technology habits				
Q11a	Please can you tell me which of the following devices you typically use in a week			Q11b
	Device	Device used		
	Desktop			
	Laptop			

	Tablet			
	Smartphone			
<p>ALL TO USE AT LEAST ONE OF THE ABOVE WEEKLY</p> <p>IF USE NONE OF THE ABOVE ON A WEEKLY BASIS T&C</p>				
Q11b	<p>Which of the following best describes your own personal behaviour regarding technology?</p> <p>I like to buy the latest technology that is right at the cutting edge as soon as it is available</p> <p>I may not be the first but I like to own the latest technology before most people</p> <p>I like to buy the latest technology but only after considering which is best</p> <p>I like to buy products that have a proven technology rather than simply the latest technology</p> <p>I only buy technology when it has become standard and I need a replacement</p> <p>CONFIDENT (CODE 1-3)</p> <p>NOT CONFIDENT (CODE 4-5)</p> <p>RECRUIT AS PER CRITERIA</p>		<p>(S)</p> <p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p>	Q12
Q12	<p>How comfortable would you be sharing your details with a third party supplier online in order to get a better deal?</p> <p>I would consider sharing my details</p> <p>I might consider sharing my details</p> <p>-----</p> <p>I definitely would not consider sharing my details</p>		<p>(S)</p> <p>1</p> <p>2</p> <p>---</p> <p>3</p>	<p>Q13</p> <p>----</p> <p>T&C</p>

EXCLUDE THOSE WHO DEFINITELY WOULDN'T CONSIDER SHARING THEIR DETAILS

Q12b Which of the following details would you consider giving in order to get a better deal?

Action	Would consider	Might consider	Wouldn't consider
Email address			
Phone number			
Home address			
Bank transaction history			
Household income			

EXCLUDE THOSE WHO WOULDN'T CONSIDER PROVIDING THEIR BANK TRANSACTIONAL

ASK ALL - A bit about you...

Q13 Can you tell me how old you are?

18 – 20 years

21 - 24 years

25 – 29 years

30 – 34 years

35 – 39 years

40 – 44 years

45 - 49 years

50 – 54 years

(S)

1

2

3

4

5

6

7

8

Q14a

	55 - 59 years	9	
	60 years or over	10	
Q14a	Who is the chief income earner in the household? Is it ...	(S)	
	Yourself	1	
	Other	2	Q14b
Q14b	And what is the occupation of the chief income earner?		Q14c
Q14c	Can you tell me the highest level of qualification that the chief income earner has?		Q14d
	PROBE		
Q14d	What industry is the chief income earner in?		Q14e
Q14e	And how many staff is the chief income earner responsible for?		Q14f
Q14f	DO NOT READ OUT - PLEASE CHECK CRITERIA		

SOCIAL CLASS OF RESPONDENT (FROM QUESTIONS Q14a – Q14e)		(S)	
A		1	
----		----	----
B		2	
C1		3	
C2		4	
D		5	Q15
-----		-----	----
E		6	
RECRUIT A MIX ACROSS DEPTHS: <ul style="list-style-type: none"> • <i>MIN. 2 X Bs</i> • <i>MIN. 2 X C1s</i> • <i>MIN. 2 X C2s</i> • <i>MIN. 2 X Ds</i> 			
Q15	DO NOT READ OUT		
	INTERVIEWER NOTE GENDER OF RESPONDENT		
		(S)	
	Male	1	
	Female	2	

<p>Thank and close – inform respondent that they may be contacted as part of our quality control procedure to check that this interview has been carried out in accordance with the MRS Code of Conduct.</p>			
<p>Was this interview supervised/accompanied?</p> <p>Yes</p> <p>No</p> <p>Supervisor Signature :</p> <p>Supervisor print name :</p>		<p>1</p> <p>2</p>	
<p>I DECLARE THAT THIS INTERVIEW WAS CONDUCTED ACCORDING TO THE INSTRUCTIONS GIVEN, AND THE MRS CODE OF CONDUCT, WITH A PERSON WHO WAS NOT KNOWN TO ME.</p> <p>Signed : Print :</p> <p>PLEASE CHECK YOU HAVE PUT YOUR INTERVIEWER NUMBER ON THE TOP AND THE INTERVIEW DATE</p>			
<p>PLEASE COMPLETE THE NAME AND ADDRESS SECTION ON THE FOLLOWING PAGE. FOR DATA PROTECTION PURPOSES THIS WILL BE REMOVED ONCE THE RESEARCH IS COMPLETE</p>			

3.9 Depth Interview Topic Guide and Pre-Task

3.9.1 Depth Discussion Guide (Consumer and SME) - covering Remedies 3, 5 and 7

1. Introduction	(5 mins)
------------------------	-----------------

- Thank respondents for coming, explanation of purpose and operation of session
- Introduce self, Optimisa – who, what we are
- Purely research – no selling, no right/wrong answers, importance of honesty
- Structure of interview, e.g. informal, timings, what doing/talking about
- Confidentiality of personal details, no follow-up – MRS etc.
- Audio/video recording/viewing – why, uses and permission
- Any questions, concerns?

Consumer:

- First name, job, family, hobbies, main bank account

Business:

- First name, organisation they are representing, role in the organisation
- Nature of business, number of employees
- Who their customers are (business, public, public sector, other) and how they come into contact with them
- How they would describe the way the business manages its finances (engagement, confidence, attitudes towards risk)

2. Exploring potential triggers and expectations for switching	(10 mins)
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Moderator to explain that first we'd like to talk a little bit about their main bank account and about the idea of switching current accounts

- Who would you consider to be your main bank? Why?
 - What financial products do they have with them?
- How do you feel about your main current account provider?
- What do you like/dislike about your current account? What features are important to you? Spontaneous, then probe for:
 - channels (online facility, branch etc.)
 - charges (Overdraft)
 - links to other accounts (e.g. credit card, savings)
 - account benefits (interest, insurance etc.)
- How do you tend to manage your money? SPONTANEOUS THEN PROMPT ON USE OF;
 - Branch
 - Telephone

- Online
- Have you ever considered switching? When? Why?
- What would make you consider switching in the future? Spontaneous, then prompt on potential for the following to act as triggers if not already mentioned;
 - Serious loss of service
 - Unexpected charges on the account
 - Branch closure
 - Changes to terms & conditions
 - Making a formal complaint about your account
- What would encourage you to take action in this situation? Spontaneous, then prompt on;
 - Who might influence you in this situation?
 - What information would be required to help you decide which bank to switch to?
 - What steps would you expect to take?
- If you were thinking about switching current account provider, what actions would you take?
 - What research would you undertake? How? Why?

3. Spontaneous reactions to the concept of an online comparison tool

(10 mins)

ATTITUDES TOWARDS COMPARISON SITES/APPS IN GENERAL

Moderator to explain that we want to understand their views and experience of online comparison sites in general

- What online comparison sites/apps have they used in the past? Probe around general comparison tools, e.g. holidays, insurance, supermarkets, financial products
- How useful are online comparison sites/apps? Why?
- What kind of personal information have you had to provide when using comparison sites in the past?
 - How did you feel about this? Why?
 - What, if any, concerns have you had? Why?
- What are the benefits and drawbacks of using comparison sites/apps? Why?

ATTITUDES / EXPECTATIONS FOR AN ONLINE COMPARISON SITE/APP FOR CURRENT ACCOUNTS

Moderator to explain that we now want to think specifically about online comparison tools for current accounts

- What, if any, online comparison sites/apps for current accounts are you aware of?
- Have you ever used these? Why/why not?
 - If yes – What triggered you to do this? How useful was it?
- If you were looking to switch current account, how likely would you be to use an online comparison site? Why/why not?
- What would the benefits be?
- What, if any, concerns would you have?

- How would you expect an online comparison tool for current accounts to work? Why?
- What would be the key information you would be looking to compare when choosing a provider? SPONTANEOUS THEN PROMPT USING SORTCARDS ON THE IMPORTANCE OF;
 - Additional benefits on the account
 - Interest rates when in credit
 - Introductory offers
 - Overdraft facilities and charges
 - Service quality measures/indicators
 - Online banking functionality
 - Mobile banking app functionality
 - Branch proximity
 - [BUSINESS ONLY] Loan eligibility criteria
- How could these things be measured and compared?
- What other information would it need to contain?
- What would it need to be like in order to be user friendly?

MODERATOR TO FOCUS IN ON SERVICE QUALITY MEASURES (IN REFERENCE TO REMEDY 5)...

- What impact would information about the quality of service from current account providers have on your likelihood to consider switching?
- What kind of information about service quality would you want to see? *Moderator to note answers for later.* Spontaneous then probe with;
 - Net promoter score - customer satisfaction scores (the willingness of customers to recommend a company's products or services to others)
 - Number of complaints per 1000 accounts/transactions etc.
 - Time taken to open a new account
 - Quality of mobile app/Internet banking
 - Distance from nearest branch
 - Branch opening hours
 - Queuing time at local branch
 - Quality of staff (how helpful, friendly, professional staff is)
 - Speed and efficiency of complaint handling
- How useful is to see customer generated content? Why?
- What customer generated content would be more/less useful? Spontaneous, then probe;
 - Ratings
 - Testimonials
 - Blogs
- How should this information be presented? E.g. star/numerical/% ratings, testimonials from other customers/experts reviews etc.
- Where would you want to see this information? Spontaneous, then probe with comparison site, individual bank website, in branch, advertising etc.

4. Exploring reactions to the Lovemoney prototype

(15 mins)

EXPLORATION OF THE MIDATA WEBSITE - PRE TASK CONSUMERS ONLY:

Moderator to explain that we would like to briefly explore their views of the midata website they looked at during the pre-task.

Moderator to have the website open to aid discussion where necessary.

- What were your initial thoughts of the website?
- Likes/dislikes?
- Had you seen it / anything like it before?
- What did you do when you went on the site? MODERATOR TO GAUGE WHETHER RESPONDENT INPUTTED THEIR PERSONAL DATA OR NOT

IF UPLOADED MIDATA FILE:

- If you were to describe it to a friend, what would you say?
- How useful did you find the website? Why?
- How did you feel about downloading your midata file and entering it into the comparison tool? Why?
- What do you think of this idea?
 - What are the benefits?
 - What are the drawbacks?
- What, if any, improvements would you make to encourage you to use it more? Why?

IF DID NOT UPLOAD THEIR OWN MIDATA FILE:

- What stopped you from going through the process? Why? Spontaneous then probe around time consuming, concerns over security/safety, unwilling to upload transaction data etc.
- What did you think of the idea accessing your transaction data over the Internet and uploading it onto the site? Why?
 - What are the benefits of this?
 - What are the drawbacks?
- Would you be prepared to do this if it meant getting more valuable information back?
- What changes/improvements would you make to encourage you to use it?
 - If held back by uploading own transaction data - what information would you be more/less willing to share? What would you need to know to encourage you to do it
 -

EXPLORING REACTIONS TO THE LOVEMONEY PROTOTYPE – ALL RESPONDENTS:

Moderator to explain that we now want to show them a prototype for a new online comparison tool for current accounts

Moderator to explain that as it is a prototype not all functionality is in place yet

**MODERATOR TO SHOW THE WEBSITE [USING RUNPATH'S INSTRUCTIONS, IF NECESSARY]
AND WALK RESPONDENT THROUGH THE SITE, EXPLAINING RELEVANT FUNCTIONALITY AND
FEATURES**

VIDEO CAPTURE SOFTWARE TO FILM RESPONDENTS MOVEMENTS ON SCREEN

- What are your initial impressions of the site?
- Likes/dislikes?
- Have you seen this / anything like this before?
- PRE-TASK CONSUMERS: How does it compare to the previous website we showed you?
 - In what way is it better / worse / the same?
- Is it clear how it works?
- How easy/difficult is it to use?
- If you were to describe it to a friend, what would you say?

DETAILED QUESTIONS TO COVER OFF:

INTRODUCTION PAGE:

Moderator to talk respondents through the two options available (midata vs. connect to bank)...

- What do you think of the idea of downloading your midata file from your online banking and uploading it into an online comparison tool?
 - Likes/dislikes?
 - Benefits?
 - Concerns?
 - What information would you need to know to encourage you to do this? Probe around safety, opportunity for more valuable info etc.
- What do you think of the idea of the website connecting to your online banking?
 - Likes/dislikes?
 - Benefits?
 - Concerns?
 - What information would you need to know to encourage you to do this? Probe around safety, opportunity for more valuable info etc.
- Which option is more appealing? Why?
- Which would you be more likely to choose? Why?
- How do you feel about the information you would need to provide?
 - Anything more/less willing to provide?
- What, if any, concerns would you have?
- If respondent is unsure – what would they need to make them feel more comfortable about using this tool?

CONNECT TO BANK PAGE:

- How do you feel about entering your online banking log in details?
- If respondent is unsure – what would make them feel more comfortable doing this?

PERSONAL COMPARISON PAGE:

Moderator to show the list of current accounts available to them, pointing out that these accounts are provided by competitor banks as well as accounts provided by their own bank

- What are your initial impressions of this page?
- How valuable is the information provided about each account? *Moderator to explore all areas, but focus on Potential savings to you rather than Potential value of this account*
 - Of the information provided, what is more/less useful?
- Is it clear what the Potential savings are? Are there are any other measures of price/savings you would like to see?
- How useful is it to be able to look at potential savings over a different number of years? *Moderator note: if looking at 1 year only, the switching incentive will represent a large proportion of the saving*
- What do you think of the customer satisfaction information? How valuable is this?
 - What is more/less useful?
 - What other quality measures would you like to see here? *Moderator to refer back to respondents' answers from earlier in the discussion*
- Is there any other information that is important in choosing a current account that is not provided here? If so, what? Why?
 - Spontaneous then probe with overdraft eligibility/likelihood of getting an overdraft
- How valuable is the ability to sort on these different elements?
 - Is there anything else you would like to be able to sort on? What? Why?
- What do you think of the amount of detail - too much / too little / about right?
- Is it clear / easy to understand?

Consumers: Moderator to explain that there may also be the option of a 'one- stop-shop' where you can move seamlessly from the comparison site, straight to the application process via an 'APPLY' button on the website

Business: Moderator to point out the 'APPLY' button and explain that they could go straight here to apply for an account with any provider

- How appealing is the idea of a feature that would allow you to move seamlessly from a comparison site, to the application process? Why?
- How would you expect this to work?
- Is there anything else you would like to see or do on the website?

OVERALL REACTIONS:

- How likely would you be to use this in the future? Why?
- How would you like to access this tool? Spontaneous then probe with phone, laptop, tablet. Why?

- Which device would you be *more likely* to use the tool on? Are there any devices you would *never* want to use the tool on?
- What would motivate you to use it?
- What would stop you from using it?
- Would having this make you more / less likely to consider switching? Why/why not?
- Thinking back to what you said you would want to see from an online comparison tool for switching current accounts, how does this compare? Why?
- What, if any, improvements would you make to encourage you to use it more? Why?

5. Exploring additional concepts

(15 mins)

Moderator to explain that we'd now like to get their reactions to a couple of slightly different ideas...

DASHBOARD

(APPROX. 7 MINS)

- Customers would be provided with a dashboard summary of their account usage to enter into an online comparison website or app.
- Banks would be required to provide customers with this dashboard on statements and within online banking.
- The dashboard would comprise a series of measures / dials with scores representing a customers' monthly spend on things like utility bills, mobile phone bills, council tax, as well as showing average monthly overdraft charges and credit balances. Scores might be recorded as numbers, quartile positions, or red, amber and green signals.
- So, to take an example, you would receive a dashboard rating from your bank reflecting the pattern of your account usage. You would then input your ratings into each dial on the comparison site. The site would then show you comparisons of the best current accounts for you on the basis of this information.

- What are your initial impressions of this idea?
- Likes/dislikes?
- How does this idea compare to the other websites we've shown you today?
 - In what way is it better / worse / the same?
 - Would you be more/less likely to use it?
- If not already mentioned, moderator to explain that the dashboard doesn't require them to share them as much personal data... How do you feel about this? Does this make it any more/less appealing? Why?
- How likely would you be to use something like this?
- Would it make you more / less likely to consider switching? Why/why not?
- Which of the different versions do you prefer? Why?

OVERDRAFT CHECKER (IN REFERENCE TO REMEDY 7)

(APPROX. 7 MINS)

- Do you currently use an overdraft? How regularly?
- How important is having an overdraft on your account?
- When thinking about switching, how important is the overdraft in decision making? How valuable is information about overdraft eligibility in encouraging you to consider switching? Why?/Why not? *Moderator to probe around whether this would be barrier to switching*
- At what the point in the process of considering switching would you like to see information regarding overdraft facilities? Spontaneous, then probe with before they initiate the switching process, or after they close their old account
- How much would you need to know before switching? Probe with firm decision vs. % probability or 'in principle'
- In what form would you want to see this information? Spontaneous then probe with bank website, price comparison website, in-branch, post, SMS, telephone, email etc.
- What information would you expect to provide in order to see your overdraft eligibility with different current accounts?
 - Anything more/less willing to provide?
- How much time would you be willing to spend trying to find information on overdraft eligibility before you decided to switch?

Moderator to show screenshots of the overdraft eligibility checker on A3 card...

- What are your initial impressions? Likes/dislikes?
- How comfortable would you be using this? Why/why not?
- What, if any, concerns do you have? Why? Spontaneous then probe;
 - Implications on credit rating
 - Needing to provide personal data
- How valuable is the results information?
 - What is more/less important?
 - What do you think about the amount of detail given? Dials, sliding scale etc.
 - Is there anything else you would want to see?
- How likely would you be to use this? Why?
- Are there any changes you would make that would encourage you to use it? Why?

6. Summary

(5 mins)

- Overall what are your views on the online comparison tools we've looked at today?
- What would motivate you to use them? What are the barriers?
- What, if anything, would encourage you to use them?

OPPORTUNITY FOR VOX POPS

THANK & CLOSE

3.9.2 Pre-task

50% of respondents were asked to complete a pre-task prior to the interview which involved exploring the Midata website and answering some questions on their experience

Pre-task

Thank you for agreeing to take part in the research we are conducting on current accounts.

Before the interview we would like you to complete a short task. Please see the instructions below for details.

Once you have completed the task, please send an email to Charlotte and Katie to let us know that you have completed it. Please also get in touch if you have any queries or concerns.

[contact details]

Please make sure you have your answers with you when we meet.

We look forward to meeting you.

Kind regards,

Optimisa Research

INSTRUCTIONS:

We would like you to imagine that you are thinking about switching current account provider, and that you want to compare current accounts online.

Please visit <http://www.gocompare.com/ps/current-accounts-ps/midata/?media=A134482&device=c&gclid=CO3W8p7WpskCFQrhGwodoRQKQQ>

and read the description of Midata, the tool that enables you to compare current accounts.

Once you have read the description, please click on the orange 'Get started' button on the right hand side and follow the instructions to use the Midata tool. Then answer the questions below.

1. In your own words, please tell us what you think the Midata tool does. Please write your answer in the box below.

PLEASE TURN OVER THE PAGE FOR THE NEXT QUESTIONS

2. What are your initial impressions of Midata? What do you like about it? What do you dislike about it? Please write your answers in the box below.

3. How likely would you be to use this if you were considering switching current accounts? What motivates you to use it? What, if any, concerns do you have? Please write your answers in the box below.

Please remember to let us know via email once you've completed this task, and ensure you have your answers with you when we meet.

Thank you!

3.10 Depth interview Stimulus

3.10.1 Midata

Midata (consumers only)

The Midata site required customers to locate and download a csv file from their bank website showing their transactional history, which was then uploaded into the Midata website to provide a tailored and personal comparison of current accounts. The live site was used as stimulus during the Remedy 3 interviews, and an example screenshot is shown below. It was however only shown to consumers (and only in depths to 5 consumers who were asked to locate, download and use their Midata file prior to the interview).

Your current account results

midata

Based on the data you provided on your past current account use, we think you should consider these options:

Please note that the data you supplied covers up to 12 months of account use from the period before you contacted your bank for the information. Our comparison table is based on the assumption that you'll use your account in a similar way over the next 12 months. Remember your data isn't stored, nor is it used for any other purpose.

☒ BASIC

☒ STANDARD







☐ PACKAGED

[+ More filters](#)

Current accounts results

1 - 10 of 88 current accounts

The interest rate is based on being £1,000 in credit, and overdraft rate results are based on being £500 in debit.

Product & Provider	Interest rate (AER)	Authorised overdraft	Account extras	Switching incentive	Potential value to you 3 years
 Club Lloyds Current Account <small>Standard</small>	1% Variable	19.94% EAR Variable £6.00 Per Month	<ul style="list-style-type: none"> Existing Customer Offers Exclusive Offers And Rewards Lifestyle Offers and more...	No incentive	£540.80 Estimated value More details
Representative Example: Assumed borrowing of £1,200 for 3 months, 19.94% EAR (variable). Overdraft usage fee: £6.00 per month. Credit available subject to status. There are other rates for different credit and / or debit balances.					
 Reward Current Account <small>Standard</small>	0%	£1.00 Per Day	<ul style="list-style-type: none"> Switching incentive Cashback and more...	£100.00 New customers only	£270.00 Estimated value More details
Representative Example: Assumed borrowing of £1,200 for 3 months, 0.0% EAR (fixed). Halifax do not charge interest on overdrafts, they charge a £1 daily fee instead. The first £50.00 will be fee free. Overdraft usage fee: £1.00 per day. Credit available subject to status. There are other fees for different overdraft balances.					
 Current Account <small>Standard</small>	3% Variable	18.9% EAR Variable	<ul style="list-style-type: none"> Cashback Enhanced Customer Service 	No incentive	£260.32 Estimated value More details
Representative Example: Assumed borrowing of £1,200 for 3 months, 18.9% EAR (variable). Credit available subject to status. There are other rates for different credit and / or debit balances.					
 Club Lloyds Silver Account <small>Blackcard</small>	1% Variable	19.94% EAR Variable £6.00 Per Month	<ul style="list-style-type: none"> Mobile And Tablet Offers Breakdown Cover Travel Insurance and more...	No incentive	£180.65 Estimated value More details
Representative Example: Assumed borrowing of £1,200 for 3 months, 19.94% EAR (variable). Overdraft usage fee: £6.00 per month. Credit available subject to status. There are other rates for different credit and / or debit balances.					
 Bank Account with Blue Rewards <small>Standard</small>	0%	0% EAR Variable £0.75 Per Day	<ul style="list-style-type: none"> Cashback Exclusive Offers And Rewards Enhanced Customer Service and more...	No incentive	£130.00 Estimated value More details
Representative Example: Assumed borrowing of £1,200 for 3 months, 0.0% EAR (variable). The first £15.00 will be fee free. Overdraft usage fee: £1.50 per day. Credit available subject to status. There are other rates for different credit and / or debit balances.					
 Current Account <small>Standard</small>	0%	0% EAR Variable	<ul style="list-style-type: none"> Switching incentive Cashback 	£100.00 New customers only	£100.00 Estimated value

3.10.2 New prototype: Consumer

There was a prototype of an improved version of Midata for PCA and BCA customers, available to walk through with interviewees in this research. In comparison to the Midata site, the new prototype offered three ways to provide transactional data to get a tailored set of current accounts for the user to consider. As well as the option to upload their Midata file (as per the Midata site), there were options for the site to Access the user's bank account ('Access to your Account') and the route we walked users through, 'Connect to your Bank', which required provision of bank log-in details to give the site access to transactional history. Once the transactional history was uploaded, users were provided with the opportunity to consider their current account vs. other accounts from their own bank before then taking them through to compare their current account against other providers in the market. We provide some example screenshots for illustration below;

Love MONEY | STORE

STORE CREDIT BANKING INSURANCE UTILITIES

CURRENT ACCOUNT SWITCHING

Our current account comparison checker will provide you with an analysis of your existing current account and compare its value against other current accounts available in the market. The checker will display the saving you could make over the next one to five years if you switch account, making it easy to see if it's really worth switching.

If you'd like to find out whether you will be better off by switching then start by choosing your current bank below and we'll show you a list of options for getting started.

Lloyds Bank

So we can fully understand how you use your existing current account we need to access your transaction history. The options for giving us access are shown below. Please rest assured that no human will see your transactions, your data is loaded into our secure service and all analysis is done using automatically generated calculations. We will also not keep the data once the analysis is complete.

UPLOAD YOUR MIDATA FILE

Locate the Midata file obtained from your bank and load it here. You will see in the file some transactions are redacted, this will limit the accuracy of some areas.

ACCESS TO YOUR ACCOUNT

With your permission we will login into your online bank account and read your transaction history. We will do this securely but you should check your bank's T&Cs to ensure that you are comfortable doing this.

CONNECT TO YOUR BANK

Your bank will give us authorised access to your transactions. This is the most secure and accurate option.

midata

BACK

SHORTCUTS

HOME

- CUSTOMER SERVICES
- ARTICLE ARCHIVES
- TERMS OF USE
- PRIVACY POLICY
- COOKIE POLICY
- DISCLAIMER

COMPARE PRODUCTS

- CREDIT CARDS
- ISAS
- LOANS
- GAS AND ELECTRICITY
- MORTGAGES
- CAR INSURANCE
- LIFE INSURANCE
- HOME INSURANCE
- SAVINGS ACCOUNTS
- TRAVEL INSURANCE
- CURRENT ACCOUNTS
- FREE CREDIT REPORT
- INTERNATIONAL MONEY TRANSFER
- HEALTH INSURANCE
- INVESTMENTS

ABOUT

- LOVEFOOD
- LOVEINCORPORATED
- JOBS
- CRATE ENTERPRISES
- RUNPATH DIGITAL

LOVEMONEY.COM

2nd Floor
112 - 116 Old Street
London EC1V 9BG

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COMPANY IN ENGLAND &
WALES. COMPANY REG NO:
7406028 VAT NO: 945
6954 72

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TERMS OF USE | PRIVACY POLICY | DISCLAIMER

Authorize lovemoney.com to access your account?

This Lloyds login is simulated. DO NOT enter real Lloyds credentials.

User ID:

User1

Password:

Memorable Information:

Please enter characters 1, 4 and 7 from your memorable information.

Warning: We'll never ask you to enter your *FULL* memorable information.

Character 1:

Please enter... ▼

Character 4:

Please enter... ▼

Character 7:

Please enter... ▼

This application will be able to:

- Read 12 months of your full transaction details now

This application will not be able to:

- Read transaction details later

Authorise App

Cancel

We have found 60 current accounts that could provide a better net return than your existing account.

SERVICE OPTIONS












- ☐ Mobile app ☐ Branch access ☐ Online banking
- ☐ Telephone banking ☐ Post Office

PRODUCT FEATURES

- ☐ No annual fee ☐ Cashback offers ☐ Overdraft facility
☐ Interest free overdraft ☐ Packaged accounts ☐ Switching incentive
☐ Low foreign transaction charges

CURRENT ACCOUNTS RESULTS

View the value over: 3 years

Product & Provider	Potential savings to you	Estimated value over next 3 years	Customer satisfaction
 <p>Current Account</p>	<p>£ 106.33</p> <p>Potential savings to you</p> <p>£ 100.00</p> <p>Potential value of this account</p> <p><i>How is this calculated?</i></p>		<p>62%</p> <p>+ MORE DETAILS</p>
<p> Switching incentive of £ 100.00 when you move your banking to this account</p> <p>Representative Example: Assumed borrowing of £1,200 for 3 months, 0.0% EAR (variable). The first £10.00 will be fee free. Overdraft usage fee: £1.00 per day. Credit available subject to status. There are other rates for different credit and / or debit balances.</p>			
 <p>Current Account</p>	<p>£ 26.32</p> <p>Potential savings to you</p> <p>£ 19.99</p> <p>Potential value of this account</p> <p><i>How is this calculated?</i></p>		<p>49%</p> <p>+ MORE DETAILS</p>
<p> Monthly standard fee of £ 0.00 applies.</p> <p>Representative Example: Assumed borrowing of £1,200 for 3 months, 18.9% EAR (variable). Credit available subject to status. There are other rates for different credit and / or debit balances.</p>			
 <p>Reward Current Account</p>	<p>£ 16.33</p> <p>Potential savings to you</p> <p>£ 10.00</p> <p>Potential value of this account</p> <p><i>How is this calculated?</i></p>		<p>62%</p> <p>+ MORE DETAILS</p>
<p> Switching incentive of £ 100.00 when you move your banking to this account</p> <p>Representative Example: Assumed borrowing of £1,200 for 3 months, 0.0% EAR (fixed). Halifax do not charge interest on overdrafts, they charge a £1 daily fee instead. The first £50.00 will be fee free. Overdraft usage fee: £1.00 per day. Credit available subject to status. There are other fees for different overdraft balances.</p>			
 <p>Current Account</p>	<p>£ 6.33</p> <p>Potential savings to you</p> <p>£ 0.00</p> <p>Potential value of this account</p> <p><i>How is this calculated?</i></p>		<p>73%</p> <p>+ MORE DETAILS</p>
<p>Representative Example: Assumed borrowing of £1,200 for 3 months, 15.9% EAR (variable). Credit available subject to status. There are other rates for different credit and / or debit balances.</p>			

3.10.3 New prototype (business)

love

MONEY | STORE

STORECREDITBANKINGINSURANCEUTILITIES

COMPARE BUSINESS BANK ACCOUNTS

ABOUT THE SERVICE

This service analyses the transaction history of your business current account to compare its estimated cost against other business accounts available in the market. We will show you some analysis of the account to help you understand your usage patterns, then the comparison checker will display the saving you could make over the next two to five years, making it easy to see if it's really worth it.

If you do not have a business current account, or internet banking, you won't have any data for us to check the market against. In this case we will take you straight into a comparison table to help you select the most relevant account for your requirements.

Are you starting up a new business or switching your business account?

☐ Start-up

☒ Switching

Do you have internet banking enabled?

☒ Yes

☐ No

What account type do you require?

Standard business

What is your trading address postcode?

SE1 8NL


Who do you currently hold your account with?

Lloyds Bank

So we can fully understand how you use your existing current account we need to access your transaction history; by default your bank will give 12 months worth of data if you have it. The options for giving us access are shown below. Your data is not seen by anyone, and it is not saved anywhere.


The process of accessing your transaction information works using a service called midata. midata is a government initiative conceived to help the banks provide customers with access to their own transactional data, thereby increasing transparency into their account usage.

UPLOAD YOUR MIDATA FILE



Locate the midata file obtained from your bank and load it here. You will see in the file some transactions are redacted, this will limit the accuracy of some areas.

ACCESS TO YOUR ACCOUNT



With your permission we will login into your account and read your transaction history. We will do this securely but you should check your banks T&Cs to ensure you are comfortable doing this.

CONNECT TO YOUR BANK



Your bank will give us authorised access to your transactions. This is the most secure and accurate option.

midata

BACK

love

MONEY | STORE

STORE

CREDIT

BANKING

INSURANCE

UTILITIES

Home

Home

Compare

Track

Plans

Tools

Home

Compare

Track

Plans

Tools

RESULTS & ACCOUNT ANALYSIS

1. YOUR ANALYSIS

2. YOUR QUOTES

YOUR PERSONAL COMPARISON

We have put this comparison together based on what we know about you so far. Study the details in the table to check that the account you choose meets your specific requirements. You should always check the terms and conditions before applying.

AMEND YOUR RESULTS INPUTS

Location of trading address

Your turnover

Your account type?

SE1 8NL

£107,976.77

Standard business

SERVICE OPTIONS

☐ Online banking
 ☐ Telephone banking
 ☐ Mobile banking

☐ Branch access
 ☐ Post Office access

RELATIONSHIP MANAGER

☐ Face-to-face
 ☐ Telephone services

Industry specialism

FEATURES

☐ Individual Credit Card limits
 ☐ Bulk payment facility
 ☐ International trade

RESULTS

Rank order:

Estimated cost

Projected period:

5 years

Product & Provider	Estimated Cost and ratings	5 years cost view	
<div>Santander</div> <div>Business Current Account - £12.50 Tariff</div>	Costing £ 253.35 over 5 years £ 810.40 less than your existing account How is this calculated Customer satisfaction Coming out at 5/10 vs. other banks ★★★★★		<div>APPLY</div> <div>+ MORE DETAILS</div>
<div>LLOYDS BANK</div> <div>Monthly PricePlan XS for</div>	Costing £ 385.50 over 5 years £ 678.25 less than your existing account How is this calculated Customer satisfaction Coming out at 6/10 vs. other banks ★★★★★		<div>APPLY</div> <div>+ MORE DETAILS</div>
<div>METRO BANK</div> <div>Business Bank Account</div>	Costing £ 445.80 over 5 years £ 617.95 less than your existing account How is this calculated Customer satisfaction Coming out at 7/10 vs. other banks ★★★★★		<div>APPLY</div> <div>+ MORE DETAILS</div>
<div>Santander</div> <div>Start-up Business Current Account - £20.00 Tariff</div>	Costing £ 463.35 over 5 years £ 600.40 less than your existing account How is this calculated Customer satisfaction Coming out at 5/10 vs. other banks ★★★★★		<div>APPLY</div> <div>+ MORE DETAILS</div>
<div>LLOYDS BANK</div> <div>Business Account - Business Extra Tariff for Start Ups</div>	Costing £ 533.00 over 5 years £ 530.75 less than your existing account How is this calculated Customer satisfaction Coming out at 6/10 vs. other banks ★★★★★		<div>APPLY</div> <div>+ MORE DETAILS</div>

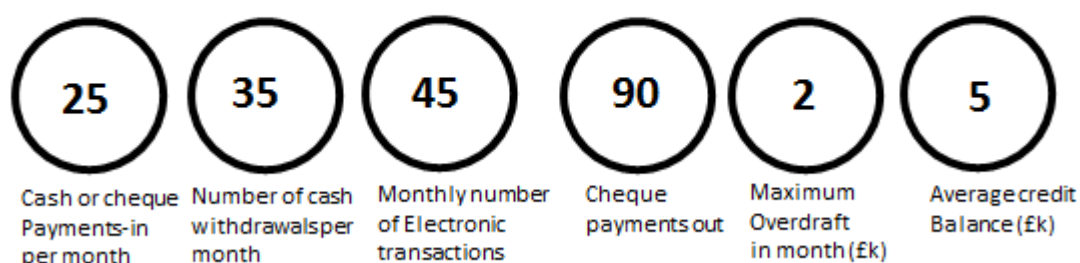
3.10.4 Dashboard

Dashboard concept

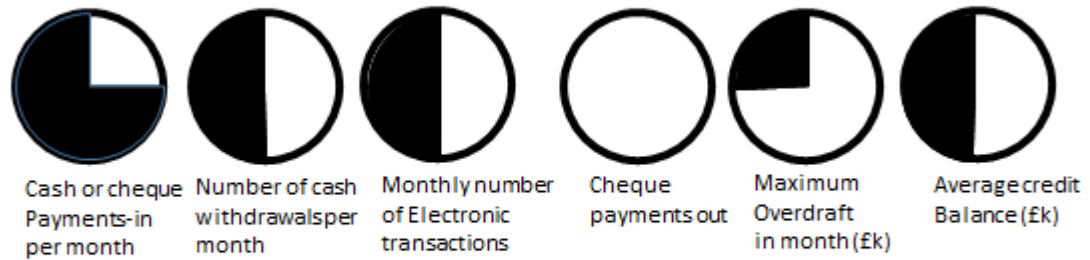
- Customers would be provided with a **dashboard summary of their account usage** to enter into an online comparison website or app.
- **Banks would be required to provide customers with this dashboard** on statements and within online banking.
- The dashboard would comprise **a series of measures / dials with scores representing a customers' monthly spend** on things like utility bills, mobile phone bills, council tax, as well as showing average monthly overdraft charges and credit balances. Scores might be recorded as numbers, quartile positions, or red, amber and green signals.
- So, to take an example, you would receive a dashboard rating from your bank reflecting the pattern of your account usage. You would then input your ratings into each dial on the comparison site. The site would then show you comparisons of the best current accounts for you on the basis of this information.

SME Dashboard

Actual values

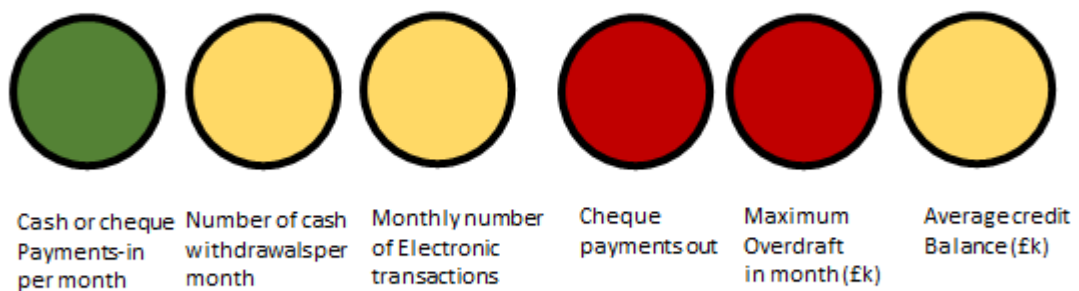


Quartiles *



* Versus average for class of business

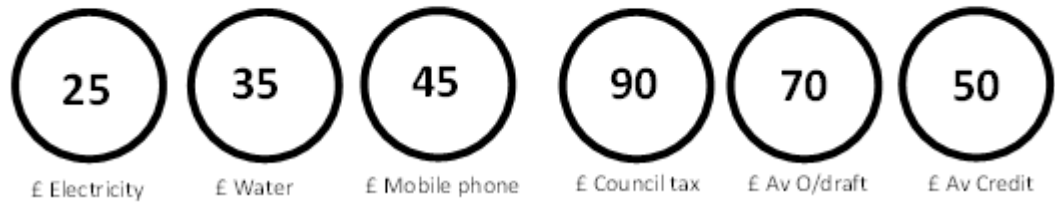
Traffic Lights *



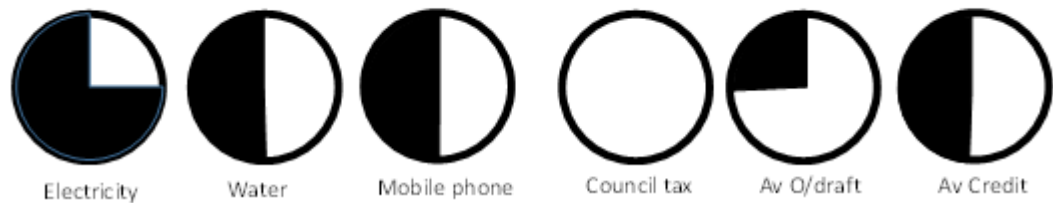
* Versus average for class of business

Consumer dashboard

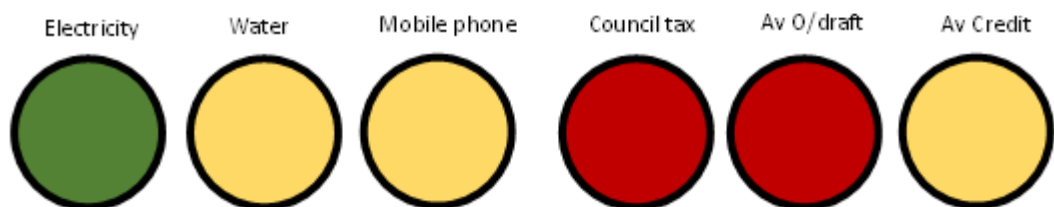
Actual values



Quartiles



Traffic Lights



3.10.5 Remedy 7: Overdraft eligibility checker

The screenshots below we're used as provided to explore the concept of an overdraft eligibility checker.



Current Account and Overdraft Eligibility Checker

- We will use your personal details to provide you with a likelihood of approval for a Lloyds Bank current account and overdraft with us
- We will do so by using the information supplied by you along with a soft search on credit reference agencies (CRA)
- A soft search on CRAs is only visible to you, not to lenders. Hence it will not affect your credit score for future credit applications

How many years have you lived at this address? *

Please select ▼

Residential Status *

Please select ▼

Marital Status *

Please select ▼

Employment Status *

Please select ▼

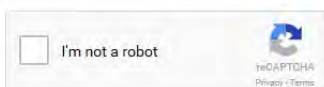
Gross Annual Income * [?]

Please select ▼

Email Address *

Email Address (Confirm) *

Mobile *



By clicking "Check my eligibility" you are agreeing to the [Data Usage Policy](#)

[Check my eligibility](#)

[Cancel](#)



Your Current Account and Overdraft Options

Please see below your chance of approval for a Lloyds Bank current account and overdraft. This is based on the information you have provided and what we know about your credit score.

Please be aware that this is only an indicative guide, the decision we make will be based on a more detailed assessment of your personal circumstances when you apply.

Current Account Options

Club Lloyds Current Account



[Find Out More](#)

Classic Account



[Find Out More](#)

Overdraft Options

The dial indicates your likelihood of being accepted for the specified overdraft amount.

Amount £300



Lloyds Bank plc is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority.



Your Current Account and Overdraft Options

Please see below your chance of approval for a Lloyds Bank current account and overdraft. This is based on the information you have provided and what we know about your credit score.

Please be aware that this is only an indicative guide, the decision we make will be based on a more detailed assessment of your personal circumstances when you apply.

Current Account Options

Club Lloyds Current Account



Chance of approval

[Find Out More](#)

Classic Account



Chance of approval

[Find Out More](#)

LLOYDS BANK CURRENT ACCOUNT Classic Account

The everyday current account for everyday banking

Why choose this account?

- ✓ **Free everyday banking** when you stay in credit.
- ✓ **Cash withdrawals** of up to £500 a day from any Lloyds Bank Cashpoint® or other cash machines.
- ✓ **Option to apply for a Planned Overdraft** where up to the first £25 is interest and fee-free.

Monthly account fee

Free

Who can apply?

- You must be aged **18 or older**.
- This account is available for **new** and **existing** customers.

Planned Overdraft

You can apply for a Planned Overdraft where **up to the first £25** is interest and fee-free. All overdrafts are subject to our assessment and your circumstance, and are repayable on demand.

Representative example

For a Planned Overdraft of **£1,200**, the interest rate on the first £25 is **0% EAR variable**. On the next **£1,175** the interest rate is **19.94% EAR variable**, with a monthly overdraft usage fee of **£6**.

[Apply now](#)

Overdraft Options

The dial indicates your likelihood of being accepted for the specified overdraft amount.

Amount £300



1% 99%