



Financial Solutions

The financial sector is experiencing more disruption than any other right now. For incumbents, it has never been more important to understand the needs and drivers of personal and business customers. Amárach delivers research for a wide cross-section of banks, insurers, innovators and regulators to understand today's needs and tomorrow's opportunities.



Case Study: Financial Life Stages

Competition & Consumer Protection Commission

Customer Requirements:

to understand the changing needs and consideration sets facing Irish consumers at different life stages in order to understand the role of competition and innovation.

Research Approach:

Amárach designed and conducted a nationwide survey of Irish consumers representative of key life stage groups, looking at psychological and behavioural drivers of choices and constraints.

Research Output:

In addition to a detailed report* on the findings, Amárach created an interactive dashboard for IoD members and others to use and engage with in order to drill into the findings in more detail while protecting respondent anonymity.

* Report here:

<https://www.ccpc.ie/business/research/market-research/consumer-life-stages-survey/>

Amárach has delivered financial solutions for:



Financial Solutions

We can help with market segmentation, channel optimisation, brand strategy and behavioural economic applications to succeed in the financial sector. Contact: michael.mcloughlin@amarach.com



Find out more

Read our
'Seven Reasons to use Amárach':
<https://amarach.com/>

"We believe in helping our clients succeed & grow through a better understanding of their customers' needs."

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