



Customised Research Services

ACNielsen's *Agribusiness Banking Report*

With growing diversity in bank services and the competitive landscape, the battle for the rural sector is continuing to intensify.

In recent years the rural banking sector has undergone significant changes, and in order to remain competitive it is critical that banks maintain, and deepen, relationships with clients, as well as attract and convert prospects.

The key for rural banking service providers to stay one step ahead of the competition is to recognise and understand the changing needs of the market and deliver a highly valued solution.



ACNielsen's inaugural *Agribusiness Banking Report*, due for release in late 2005, offers a unique value proposition to its clients. It focuses on measuring and delivering key industry metrics to drive business strategies and objectives.

ACNielsen's team of expert financial services analysts is working with some of Australia's leading banks to develop their rural banking strategies, and has in depth knowledge of financial services markets developed over almost a decade.

Do you know:

- What share of the industry you have geographically, by industry and farm turnover?
- What motivates your clients to switch from you to other providers?
- What the links are between customer satisfaction and intention to switch?
- Through which channels would your clients prefer to deal with you?
- Which farm businesses are willing to consider you?
- Which rural events and publications are the most popular amongst farmers?
- What your customers think of your brand and how that compares to the industry?

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Questionnaire components

ACNielsen's *Agribusiness Banking Report* delivers two streams of market intelligence:

- Competitive positioning, showing positioning versus major market participants for share of banking relationships, tier position, product use, share of wallet, brand perceptions, customer service benchmarks, proportion of 'at risk' customers and switching intentions, plus solicitation effectiveness.
- Market dynamics, including attitudinal insights, channel use and preferences, readership of rural media and attendance at rural events.

In addition, ACNielsen's database can be segmented according to numerous geographic, competitive and respondent profiles.

Methodology

The *Agribusiness Banking Report* captures the views of approximately 2,500 farmers who are the decision makers for their businesses. Most businesses have an annual turnover of greater than \$50,000, and more than 25 percent have an annual turnover exceeding \$250,000. An online survey was used to help ensure wide geographic coverage and improve data quality by enabling respondents to fill out the survey at a time convenient to them.

Recruitment of the sample utilised both online and offline promotions, including:

- Advertising in rural press
- Mail-outs to farmers
- Email promotions
- Web promotions on key farmer information sites

The survey was conducted between 24 July and 12 October 2005.

To ensure data integrity, ACNielsen has a number of consistency checks built into the research design. In addition, ACNielsen's team of research experts regularly work with clients to ensure questionnaire design reflects clients' needs and changing market dynamics.

Deliverables

All clients receive in-person presentations, plus both hard and soft copies of the reports.

Expertise

The core members of ACNielsen's analyst team have over 20 years' combined experience in financial services research, analysis, insights and business consultancy.



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