

AIB Online Banking

New Online Banking Model Case Study



Internet Banking provides AIB customers with access to their account online or over the phone—when and where they want. The **objective** was

to understand individual likes and dislikes of both AIB Online and AIB Telephone banking services based on plans to roll out a new approach to Customer Service as well as potential changes to their Online banking features and functions.

iReach Methodology

In order to evaluate the Customer Service proposition for AIB's new banking model, a qualitative methodology was used consisting of mixed Usability Labs and Focus Groups. A **mixed-lab** approach was implemented by iReach to blend Usability techniques within a more traditional focus group setting. Rather than establishing a full Lab, we used a mix of hardcopy and sample stimuli to guide the participants across a range of transactions as a group rather than on an individual basis to understand their perceptions of the new Online banking model..



Project Summary

While in a normal Focus Group environment, we implemented Usability Lab techniques to test participant reactions to planned new features and functions across the enhanced Online and Phone banking services to test customer reactions and perceptions.

Insight through Innovation

Insight through Innovation defines our pioneering approach to Market Research. Through the use of new techniques and methodologies, we deliver insights illuminating marketing and brand opportunities. We uncover such opportunities through our unique combination of the best people, best technologies and best research practices to guide sharper decisions.



Online Surveys



Online Focus Groups



Ad Testing



Specialist Panels