

Citibank 401k Product: Interest Levels

Objective	Determine what argument will get small business CEO's to consider a new 401k automatic employee savings plan
Data Source	Telephone interviews
Question	<i>"What's the best way to reduce employee turnover?"</i>

ThoughtSCAN[®]

VERBATIMS

benefits
good
offer

ThoughtScan Frequency

95
56
37

ThoughtTalk	<i>"Offer good benefits and people stay." "Golden handcuffs in the form of benefits, especially medical." "You have to offer good benefits these days."</i>
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Results	The winning phrase was "new employee benefits that can reduce turnover." However, CEOs expressed a dismal 20% "definitely interested" level, and it was not launched. www.wallacewashburn.com
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