

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 *“What’s the best way to reduce employee turnover?”*

ThoughtSCAN[®]

VERBATIMS

benefits

good

offer

ThoughtScan Frequency

95

56

37

ThoughtTalk

“Offer good benefits and people stay.”

*“Golden handcuffs in the form of **benefits**, especially medical.”*

*“You have to **offer good benefits** these days.”*

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.

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