

XYZ Consulting - Community Banks

Objective Determine areas of greatest need

Data Source Telephone surveys among community bank leaders

Question *“What’s the most important area that XYZ could help with during the coming year?”*

ThoughtSCAN[®]

VERBATIMS

ThoughtScan Frequency

2012

2008

regulatory (support)

39

16

education (members)

25

21

earnings (increased)

17

29

risk (reduction)

18

7

ThoughtScan *“It’s all about regulatory support due to rule changes.”*
“Member education; help with major regulatory issues.”
“Educate my people, increase earnings and regulations.”

Results With added emphasis on regulatory support, new business assignments increased along with additional work from current customers.

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