



# Bank cards

## and banks

# Bank cards and banks testing

Regardless of whether your company is launching a new product in finances or whether you are not satisfied with your customers retention, testing of both processes and technologies will provide you will all the needed answers, solutions and insights.

- Cards and banks compatibility
- Speed of transactions
- Cards issuing process
- Security level
- Cards and payment systems compatibility
- Customer journey
- Online support systems
- Digital banking
- Provision of loans, insurances, etc
- Complaints handling systems

# Some Experience **in Numbers**

**200+** Programs per year

**40+** Processes and aspects analysis

**100+** Banks and systems tested

**30%** Increase of users satisfaction level

**100 000+** Unique opinions gathered

**52** COUNTRIES coverage

# Banks and bank cards testing



Identifying the strengths and weaknesses of chosen system's work



Comparative characteristics of the main indicators of satisfaction



Multichannel testing – from personal experience on site to bots support via online platforms



Bug reporting and weak spots identification



Monitored and measured service performance



Competitors bench marketing and market analysis



Improves your own customer retention



Allows to analyze your system from customers' perspective



# Bank cards and banks

evaluation values

## Segmented evaluation of real users experience

Our programs are developed to provide you with specialists of differentiated profile who are able to collect important information on customers' likes and dislikes.

## Profit growth

By gathering the real diverse data from our specialists evaluations you can eliminate any weaknesses identified and work towards customer experience improvements, which will lead you to coverage increase.

## Customer retention and satisfaction boost


As your approach to customer service grows, the attitude of your customers also changes. Their loyalty towards your company constantly increases providing you with utmost advantage among your competitors.

## The ability to implement more complex projects

Big picture on your customers experience and their preferences enables you to see future prospects and to implement even more ambitious projects, leaving competitors behind.

## Optimal pricing policy

We have our own resources for conducting market research, and these make it possible to pass down the savings to each of our partners.



# Bank cards and banks testing areas



## Compatibility

**Find out whether your product is** compatible with the needed devices, cards or systems.



## Customer journey

**Find out your customers really perceive** your service and what makes them loyal to the company. Increase both satisfaction and sales level by improving the service provided.



## Processes

**Get the full analysis of processes engaged** – people or technology driven – to get your business on next level.



## Up to date checks

**Get insight into how new systems** would be perceived along with existing ones. By having up to date data, you will be able to see how your system works not only among users of the most popular banks, devices, systems.

# Why Scheduling?



**Database Of 450 000+**  
Variety Of Devices



**Agile Approach**  
Day-to-day Scram Sessions



**Up-to-date Information**  
Realistic measure of product/  
service



**Fieldwork Speed**  
Quick Interaction



**Online Statistics**  
Statistics Availability 24/7



**Target Audience Selection**  
Unique opinions



**Add-on Products Offer Check**  
Enable to enlarge sales



**Cheaper Than Competitors**  
Budget cut



**Global Coverage**  
52+ Countries



**Data Quality Check**  
Proofreading, Artefacts and Data  
quality check

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of Digital Products Testing program and analytical report.

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