

# ABOUT US



*assess, align, achieve*<sup>TM</sup>



## → OUR COMPANY

### Who We Are

Based in Boston and Washington, D.C., ath Power Consulting is the premier provider of research and customer experience solutions for the financial services industry. We are the all-in-one resource for competitive intelligence, mystery shop study, compliance auditing, survey research, market analyses, employee training and development, and strategic consulting. Today, ath Power owns the largest panel of financial services field representatives, and executes more proprietary banking audits than anyone in the industry. For nearly two decades, our fully customizable solutions have helped improve customer retention and acquisition, maximize operational performance, build brand loyalty and increase profitability for banking, credit card, mortgage, insurance and investment organizations across North America.

### What We Do

ath Power Consulting improves bottom-line performance for financial institutions. ath Power's research solutions provide the critical information needed to understand their customers, prospects, employees and competitors, measure loyalty and satisfaction, identify strengths and weaknesses, test product/service offerings, determine marketing/advertising effectiveness, pinpoint compliance issues and so much more. Our consulting services help our clients to utilize that critical information by providing a full breakdown of the research results and offering our strategic recommendations to take their business to the next level.

Our programs are always tailored to our clients' specific needs and scaled accordingly. We work closely with each client to determine which programs will yield the best results. They can range from discrete surveys and competitive analyses, to large, ongoing mystery shop studies and employee training initiatives. Our clients have been impressed with this level of customization and our ability to adapt a program as factors change within their organization.

Whether it is helping to deliver and maintain an exceptional customer experience across all channels, ensuring compliance with regulations, developing a strategy to stand out from the competition, we are passionate about helping our clients achieve their goals .

# OUR EXPERTISE

Since our inception in 1997, financial services organizations have turned to ath Power to help them improve operational performance, build brand loyalty, reduce attrition and increase profitability and market share in this highly competitive sector. Our clients represent several of the most successful customer-centric organizations we know today, and our company has become one of the most well respected research and consulting firms in the industry. We attribute our success to our unparalleled customer service, our proven research methodologies, our expert team and our innovative technology. We have an unmatched client retention rate and we invite you to see why.

## a3 Intelligence™

Our approach is based on a customer experience platform which we pioneered ourselves - a3 Intelligence™. Developed by some of the world's leading researchers, analysts and market specialists, this unique platform was built upon our vision to help our clients overcome their challenges within the highly competitive financial services marketplace. a3 Intelligence™ is the foundation for each client program and is comprised of three essential components - our proven research methodologies, our seasoned team of researchers and analysts, and our comprehensive reporting system, aNET<sup>SM</sup>. a3 Intelligence™ ensures accurate data measurement and analysis, and it enables our clients to make data-driven decisions that yield sustainable performance improvements.

## Proven Solutions

ath Power offers broad range of fully customizable research solutions as well as strategic consulting services, including:

Competitive Intelligence

Compliance Audits

Mystery Shop Research ( a3 Audits™)

Employee Training and Development

Survey Research

Strategic Consulting

Syndicated Research (ath Power Reports™)

We partner with each client to assess their individual needs and objectives, align their vision with a strategy, conduct the appropriate research and ultimately, provide the insightful analysis and actionable recommendations necessary to achieve their business goals. Each program is customized to the specific needs of the client with full respect to their goals and budgets. Our deep industry knowledge paired with our unmatched experience allows us to create tailored research and strategy programs unlike any of our competitors.

## Examples of Typical Studies and Programs

- Customer Experience Measurement Studies
- Customer Satisfaction Tracking Studies
- Customer Attrition/Retention Assessment
- Customer Segmentation Studies
- Rewards and Incentive Shops
- Exit and Closed Account Surveys
- Loyalty Assessments
- Post-Transaction Interviews
- Online Research Surveys
- Competitor Analyses
- Marketing and Advertising Effectiveness Studies
- Consumer Opinion and Image Audits
- Market Expansion/Trending Studies
- Market Positioning
- Product Feature Requirements/Gap Analyses
- Product/Concept Testing
- Evaluations of Credit Card Marketing Requirements
- Assessments of Potential Risk Against Regulations
- Compliance Testing
- Employee Engagement Studies
- Internal Evaluations
- Organizational Assessments
- Employee Training and Coaching
- Strategy Development

## Our Expert Team

Our solutions are second to none, however, we would not be where we are today without our remarkable team members. The ath Power team of Ph.D. researchers, analysts, consultants and market specialists possess decades of far-reaching expertise with research and strategy across multiple divisions and lines of business within the financial services sector, including: Retail Banking, Small Business Banking, Credit Card, Mortgage, Home Equity, Call Center, Wealth Management, Online and Mobile Services, ATM, Investments, Insurance and Internal Services.

Our Client Relationship Managers, Project Managers and Senior Leadership team all work in tandem with our expert research team to provide an extraordinary client experience that is demonstrated by our longstanding client relationships and their own industry achievements. We are a hands-on, results-driven team that takes pride in who we are and what we can do for our clients.





To supplement our proven solutions and expert team, we utilize our proprietary aNET<sup>SM</sup> Customer Experience Reporting system, which has been recognized as the leading CER technology in the industry. The web-based aNET<sup>SM</sup> system was designed specifically with the financial services client in mind and offers a comprehensive and user-friendly approach to online data collection and reporting. aNET<sup>SM</sup> users benefit from:

- Customized Reports and Dashboards
- Drill-down/Filtering Capabilities
- Ad Hoc Reporting
- Triggered Email Notifications
- Embedded Training Notes and Coaching Suggestions
- Ability to Export Reports to Several Common Formats
- 24/7 Live Access

## Why Choose ath Power?

- We own the industry's leading Customer Experience Reporting system, aNET<sup>SM</sup>.
- Our dedicated team of analysts, market specialists and consultants possess unparalleled industry expertise and field experience.
- We own the largest panel of financial services field representatives and shoppers in North America.
- We execute more proprietary banking and financial services audits than anyone in the industry.
- We provide world-class customer service by truly listening to our clients and forming long-standing relationships.
- All of our programs are tailored to each individual client and focus on both near-term and long-term success.
- We boast unrivaled retention rates (over 98%) - clients who signed on with us, have stayed with us.
- Proven accomplishments in creating action from program results, and an unmatched record of client success.
- We support most of the top banking, credit card, mortgage and insurance organizations in the industry.
- We provide flawless data collection, mid-study directional reports and end-game reports that provide our clients with actionable insight to immediately begin implementing change.
- We are cost-competitive and we always work to develop programs that fit within our client's budgets.

# Get In Touch

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