

# AIB ONLINE BANKING

## Case Study



Internet Banking provides AIB customers with access to their account online of over the phone—when and where

they want. The **objective** was to understand individual likes and dislikes of both AIB Online and AIB Telephone banking services based on plans to roll out a new approach to Customer Service as well as potential changes to their Online banking features and functions.

### iReach Methodology

In order to evaluate the Customer Service proposition for AIB's new banking model, a qualitative methodology was used consisting of Focus Groups at the iReach Viewing Facilities in Blackrock.

A **mixed-lab** approach was implemented by iReach to blend Usability techniques within a more traditional focus group setting. Rather than establishing a full Lab, we used a mix of hardcopy and sample stimuli to guide the participants across a range of transactions as a group rather than on an individual basis to understand their perceptions of the new Online banking model..



### Project Summary

While in a normal Focus Group environment, we implemented Usability Lab techniques to test participant reactions to planned new features and functions across the enhanced Online and Phone banking services to test customer reactions and perceptions.

### Research Connect Answer

**Research** starts with YOU - not us. Our approach is to use the most relevant and cost effective research methodologies and technologies to deliver tailor made insight to maximise business performance for our clients.

We **Connect** line of business executives to share experience and best practices.

We **Answer** our client's questions and provide trusted, objective advice and actionable insights.

