

December 2015

Auto Financing - Canada

"Many auto finance consumers are looking for more clarity. Increased transparency, no 'fine-print' clauses and clear communication are ways to increase customer satisfaction and referral business."

– **Sanjay Sharma, Senior Financial Services Analyst**

November 2015

Customer Satisfaction in Financial Services - Canada

"Although overall satisfaction rates with financial institutions are high, it is important for them to consistently deliver a superior customer experience. Today, when social and digital media enable consumers to immediately share their experiences, customers who are satisfied with their financial institution will be likelier to recommend it and influence ..."

October 2015

Social Media and Financial Services - Canada

"Social media is a regularly used platform with 65% of the population visiting these pages daily. Despite active engagement across most categories via this medium, privacy concerns continue to hinder interactions with the financial industry."