



Survey Says! The Top 10 Reasons Businesses Move Their Accounts

(90-minute webinar – available live or on-demand)

Thursday, August 26, 2021

12:00 PM Pacific

1:00 PM Mountain

2:00 PM Central

3:00 PM Eastern

[Register Here](#)

While turmoil is bad for institutions about to lose commercial customers, it is a golden opportunity for capturing new and profitable small business, middle market, and even large corporate clients. Join us to learn exactly how to capture more than your fair share in your local market.

AFTER THIS WEBINAR YOU'LL BE ABLE TO:

- Understand why many businesses are open to switching financial institutions
- Discuss why those companies are switching and the pain points that are causing them to leave
- Identify marketing messages will attract businesses to your institution

WEBINAR DETAILS

More businesses are changing their banking provider today than any other time in recent memory. In some states, over 50% of business owners say they are fed up and looking to switch. The pandemic uncovered serious technology and servicing issues at many institutions and the PPP has only increased business owners' angst.

Get an exclusive first peek at the very latest Rivel Commercial Banking Benchmarks, the world's largest commercial banking survey, conducted with tens of thousands of companies in 24 different states. Learn what businesses say about their financial institutions regarding:

- Customer service elements like responsiveness, staff training, proactivity, etc.
- Technology components, including online banking, mobile apps, phone assistance, etc.
- Policy decisions, including rates, fees, personal data safety, etc.

This webinar will explore the reasons that ultimately drive businesses to make a change. It will include different messages that will (or will not) work in bringing them to you. If you are interested in gaining more commercial clients from your competitors, this will be a very productive session for you.

WHO SHOULD ATTEND?

This informative session is designed for leaders in marketing, sales, and retail banking, and for leaders tasked with growing revenue.

TAKE-AWAY TOOLKIT

- Local market data for any attendee from an institution covered by the Rivel Benchmarks (after the webinar)
- Employee training log
- Interactive quiz

DON'T MISS THIS RELATED WEBINAR!

The Top 10 Reasons Consumers Leave Their Bank

on Monday, March 15, 2021

MEET THE PRESENTERS

Bruce Paul, Rivel, Inc.

Bruce Paul is one of the most respected researchers in the banking industry. He is the creator of the Banking Benchmarks® and a frequent keynote speaker on customer experience and brand equity at industry conferences and events. His expertise is often cited in banking and general business publications.

Bruce has held senior global leadership positions at the Nielsen Company, Greenwich Associates, and Qualtrics. In these roles, he has designed and implemented very large research and brand programs at scores of banks, including seven of the top 15 banks in North America.

Brian Rivel, Rivel, Inc.

Brian is Rivel's chairman and CEO. He has provided insight to over 100 boards and management teams on message positioning and is a frequent presenter on how organizations can maximize value by using research to build competitive advantage.

Brian has authored dozens of articles in industry publications and has been quoted in *The Wall Street Journal* on several occasions, as well as in *IR Magazine*, *Institutional Investor*, *Q4*, and others. Prior to joining Rivel, Brian worked on the *NFL Today* show at CBS Sports in New York.

THREE REGISTRATION OPTIONS – WHAT YOU GET

1. Live Webinar Includes

- Unlimited connections within your institution to the Live Webinar
- Handout and Take-Away Toolkit
- Available on desktop, mobile & tablet
- Presenter's contact info for follow-up

2. On-Demand Webinar Includes

- Recording of the Live Webinar
- Available two business days following Live date
- Handout and Take-Away Toolkit
- Available on desktop, mobile & tablet
- Free Digital Download, yours to keep
- Share link with anyone at your institution
- Presenter's contact info for follow-up

3. Purchase the **BOTH Option** to receive all the benefits listed above! Full registration descriptions can be found [here](#).

If you need help with anything, please drop us an email at support@financialedinc.com or call 406.442.2585