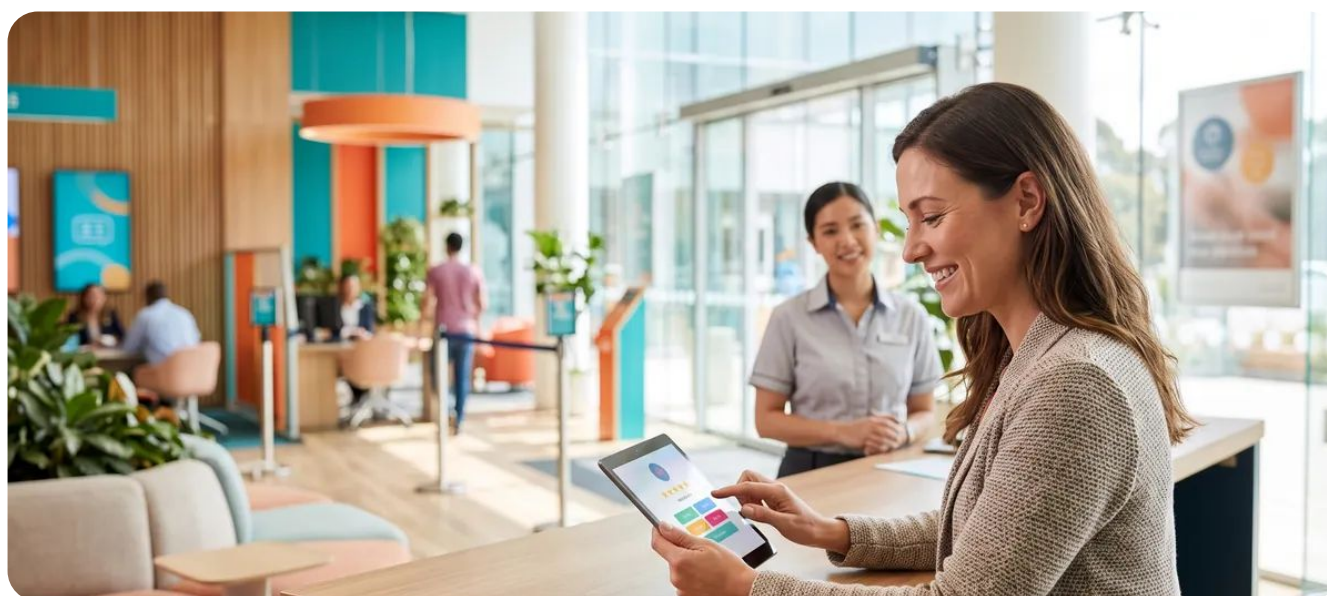


FINANCE & BANKING | NATIONAL, ONE MARKET

Coding open-ended feedback for a retail bank's customer programme

Monthly coding of open-ended comments from a retail bank's customer feedback survey, with weighted tables by branch region.



AT A GLANCE

CLIENT

Retail bank

INDUSTRY

Finance & Banking

MARKET

National, one market

METHOD

Open-end coding, weighting and tabulation

SAMPLE

Around 3,000 comments a month

TIMELINE

Monthly, ongoing

THE CHALLENGE

A retail bank collected thousands of comments a month explaining why customers would or would not recommend it. The insight team had no consistent way to group the comments, so the reasons behind score changes were hard to report.

OUR APPROACH

We built a code frame from real comments and coded every response each month against the same frame.

- 1 Read a sample of comments to draft a code frame of reasons, with nets for service, fees, digital and branches
- 2 Agreed the frame with the bank's insight team before full coding
- 3 Coded every comment each month, with second-coder checks on a share of the work
- 4 Weighted results by customer segment and delivered tables by branch region

THE RESULTS

- ✓ Clear reasons behind every movement in recommendation scores
- ✓ A stable code frame, updated only with logged changes
- ✓ Monthly tables the insight team uses without rework

SERVICES USED

Open-end coding

Data processing and tabulation

Survey weighting

Online data collection

ABOUT RESEARCH AND METRIC

Research and Metric is a market research fieldwork partner for research agencies and insight teams, with offices in the USA, India and Singapore. We recruit the right people, collect data by the method each study needs and deliver clean, documented outputs your analysts can use straight away.

Recruitment

- Respondent recruitment
- Qualitative recruitment
- Quantitative recruitment
- Hard-to-reach audiences

Fieldwork

- Online data collection
- Survey programming
- CATI telephone interviewing
- Face-to-face CAPI
- Product placement and IHUT
- Global fieldwork coordination

Data and support

- Data processing and tabulation
- Open-end coding
- Survey weighting
- Extended team services

WHY AGENCIES CHOOSE US



Verified respondents, never self-reported



One accountable team from screener to final tables



ESOMAR-aligned processes and GDPR-compliant data handling

Planning a similar study?

Send us your brief and get feasibility, timelines and costs within 24 hours.

EMAIL

contact@researchandmetric.com

PHONE

+1 240-980-1551

SEND A BRIEF

researchandmetric.com

30 N Gould St Ste R, Sheridan, WY 82801, US

Illustrative scenario based on typical engagements. Client details are anonymised and figures are indicative.