



Online research, offline purchasing of financial services

Understanding the ROPO effect in the Polish financial market
SEPTEMBER – OCTOBER 2011

OBJECTIVES

Understand the ROPO effect and identify the role of search within the financial services category in Poland

METHODOLOGY

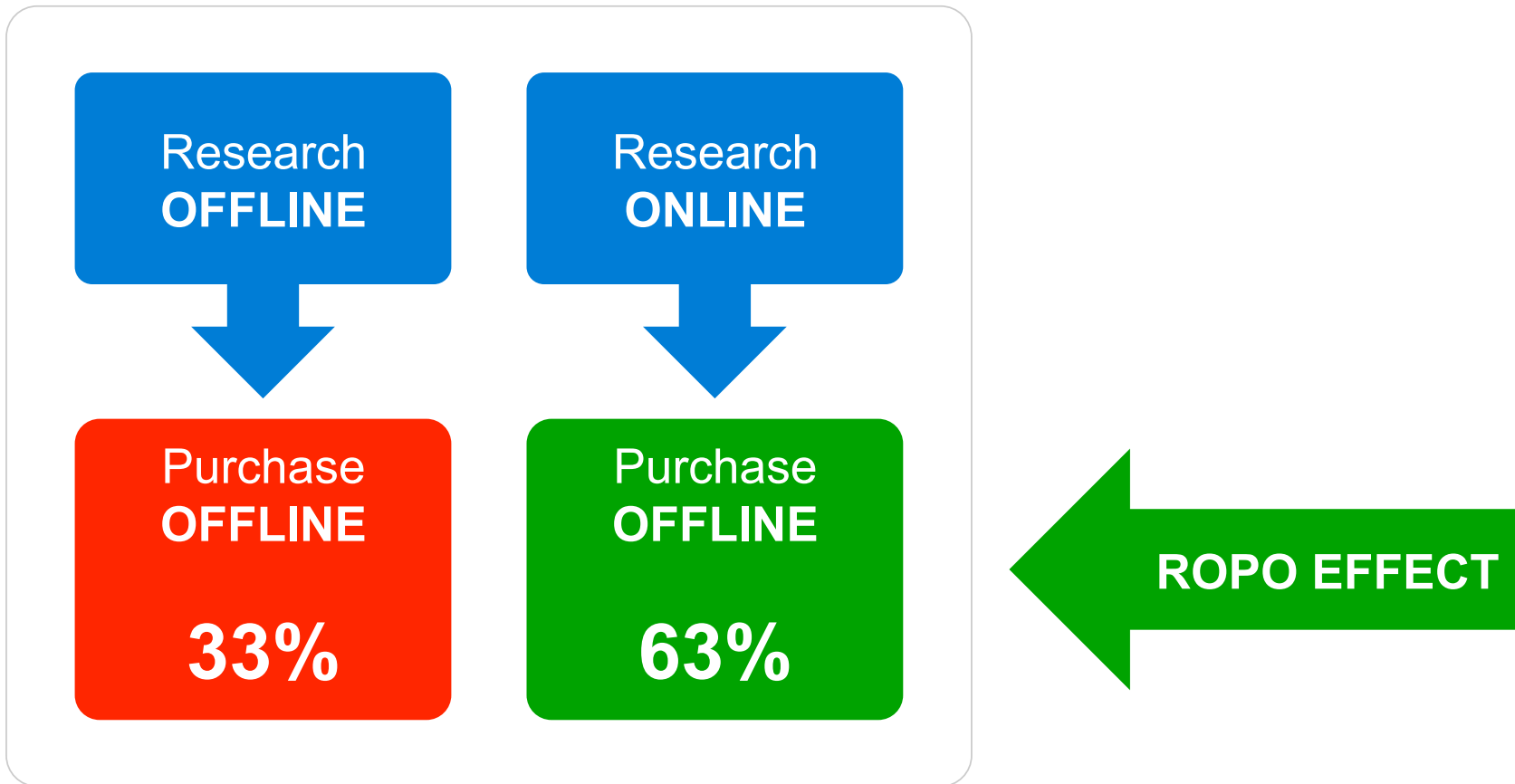
Telephone research conducted over two waves with a total of 1,518 customers of a Polish bank

Key findings

- 1** **ROPO effect clearly evident** with 63% conducting research online before buying offline
- 2** **Online sources more important than traditional media**, but direct contact is overwhelmingly the most important within the financial services category
- 3** **Online important throughout purchase process**, but particularly during the early stages where it overshadows direct contact
- 4** Online considered both **highly useful** – significantly more so than traditional media – and **credible**
- 5** **Time saving** and the **breadth of information** online are key

Nearly two in three seek info online prior to purchasing

Online research clearly prevalent amongst customers who looked for information before going onto opening an account



Online more important than traditional media

When it comes to gathering information about a bank's offer, direct contact is used most, but online is preferred over traditional media

Direct contact

86%

Online sources

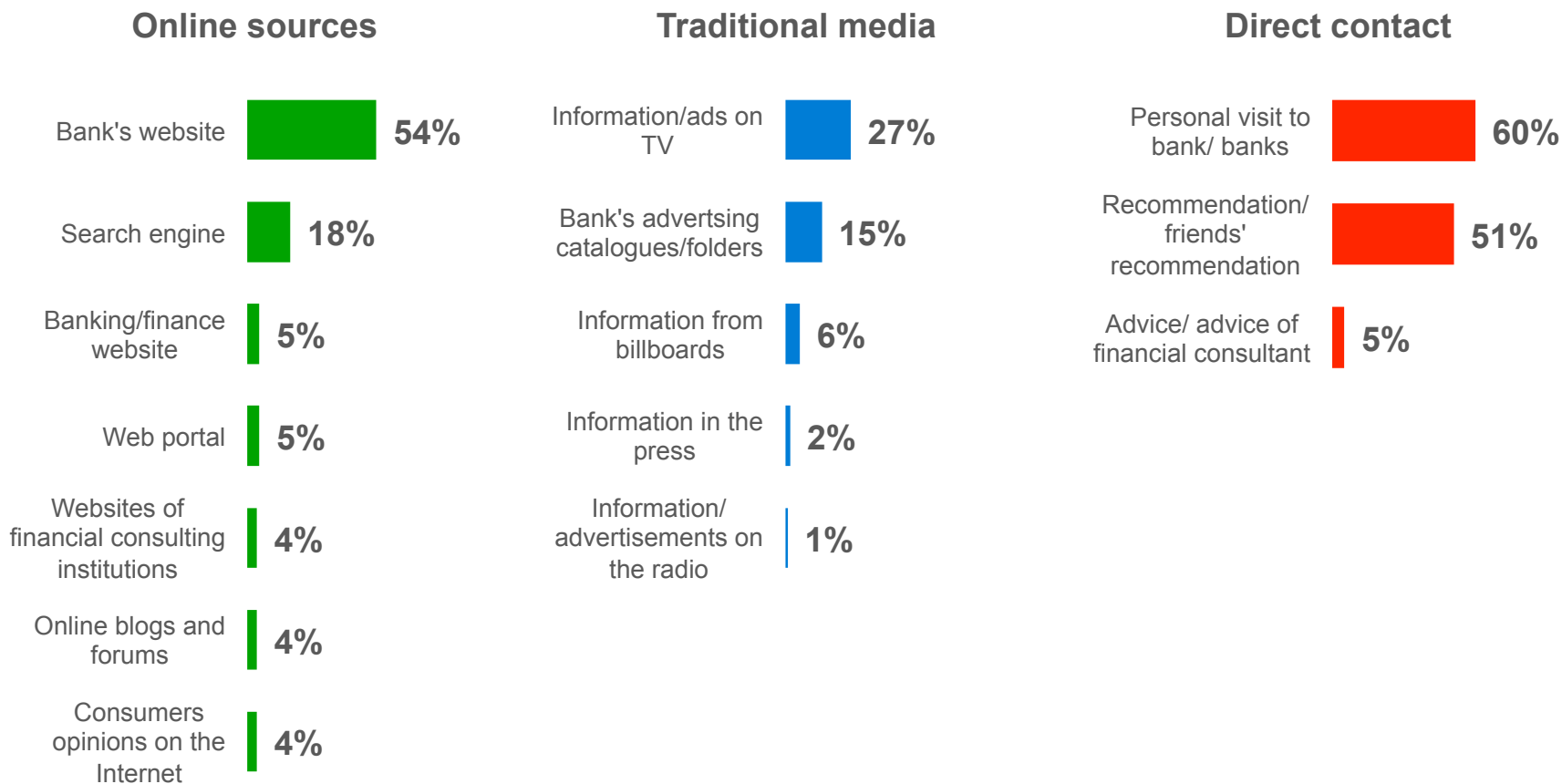
67%

Traditional media

43%

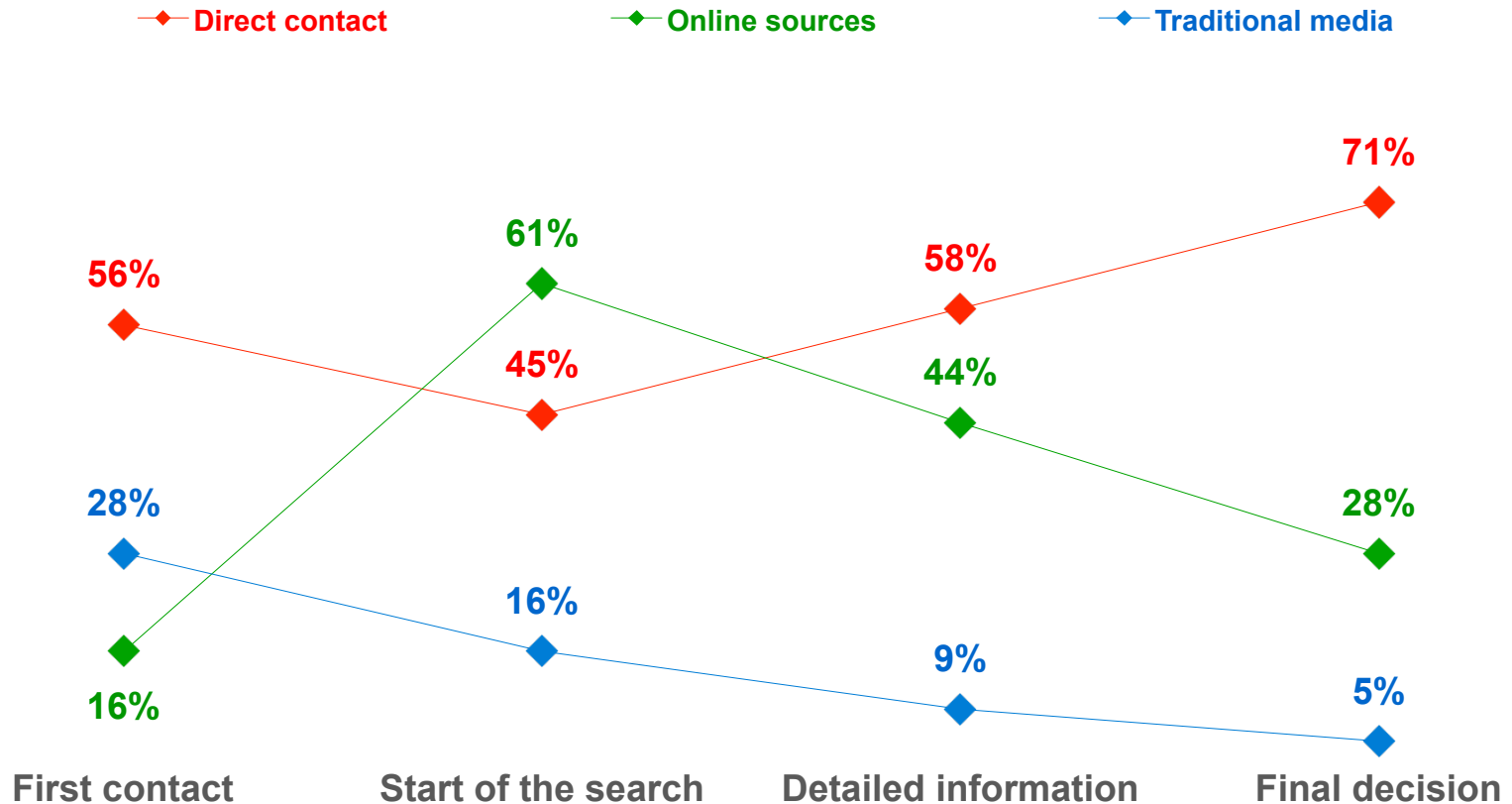
Bank's website leading source of information

Personal visits and recommendations are key info sources alongside TV adverts, but a significant proportion use search engines



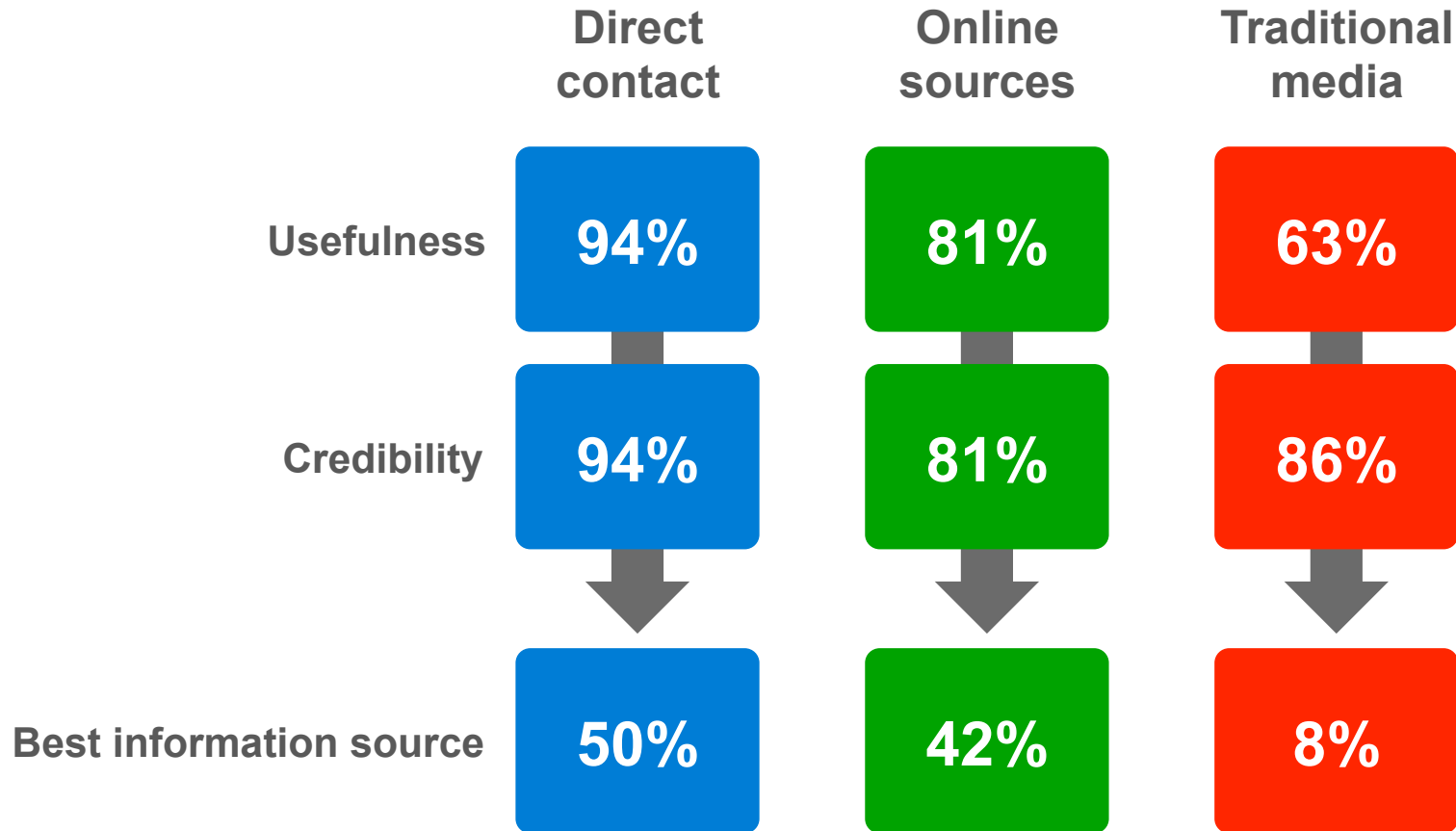
Online prominent at the start of the search

Online plays a significant role when it comes to sourcing detailed information as well, but the importance of direct contact increases significantly towards the final decision



Online considered highly credible and useful

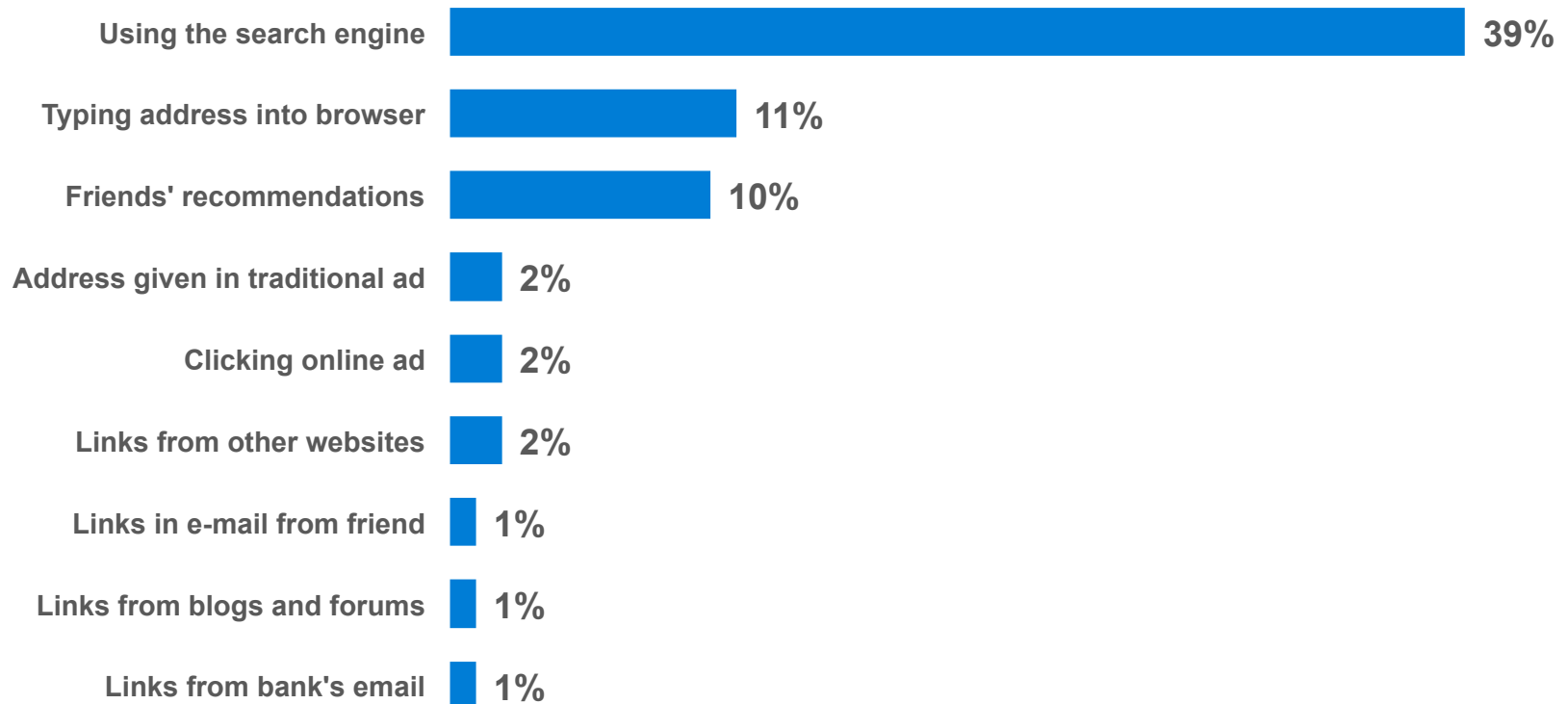
Direct contact strong in terms of usefulness and credibility, but online considered significantly more useful than traditional media



Most routes to sites go via search engines

Websites are most commonly accessed by means of search engines or simply by typing an address straight into a browser

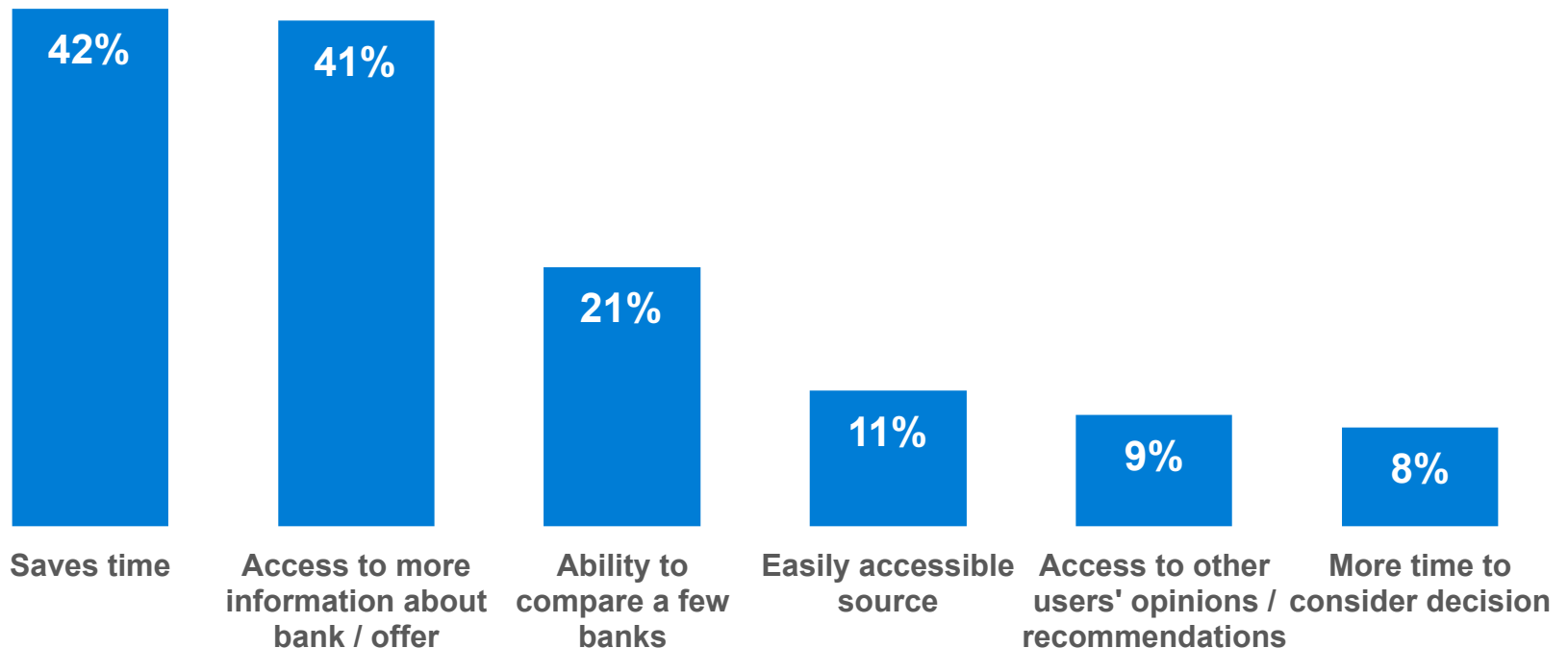
Method used to find websites



Convenience and breadth of info are key online benefits

Online offers time saving and access to additional information. The ability to compare banks is a further benefit recognised by about one in five

Why use online?



Costs and fees are key topics searched for online

A broad range of topics searched for online, but account costs and fees/commissions are the two most searched for topics with offers of products and services being the third

Type of information searched for

