

2018/19

Media pack

About us

Consumer Intelligence is data analytics company that helps businesses execute great customer strategies.

For 15 years the company has been benchmarking the insurance market and retail banks in the UK and beyond. The unique combination of benchmark data, consumer research and extensive experience has helped some of the world's major brands focus on delivering better services to customers and improving their own business performance as a result.



Founded in 2003 by CEO Ian Hughes



Over 70 employees working across five continents



Provides price benchmarking, consumer research and advisory services



A wide portfolio of clients across insurance and retail



Winner of 5 awards in 2018 including outstanding blog and outstanding business



Our products and services

Service

We support businesses to improve service efficiency and effectiveness, and customer satisfaction by helping them understand their performance through the lens of real consumer experiences.

We do this through our Reality Check service, which provides an external view of business contact centre performance, benchmarked against the market.

Pricing

We provide access to uniquely comprehensive and market leading pricing insights, enabling our clients to optimise their competitive position.

Our Market View and Online Price Check tools contain actionable insight which help brands make informed decisions around pricing strategy.

We also provide data analysis for the global forex market.

Consumer Insight

We offer a full range of bespoke quantitative and qualitative consumer research for the insurance and banking sectors, helping brands enhance decision making, performance monitoring and planning by understanding consumer behaviours, attitudes and intentions.

Insurance Behaviour Tracker (IBT) is the most comprehensive insurance focussed consumer survey in the market, providing insight and understanding of consumer behaviour throughout the renewal process.

We also provide access to our own in-house consumer panel.

Proposition

We help our clients optimise their product marketing and pricing strategies by providing access to a uniquely comprehensive view of competitor incentives across multiple channels.

Using brand visible data, our Offers and Incentives service provides actionable insight which enable brands to make informed decisions around marketing offers and how to incentivise new customers.

Advisory

Our Advisory service takes our data and insights to the next level.

Across a number of areas including horizon scanning, customer engagement and retention, growth and performance benchmarking, we help our clients identify new strategic opportunities and address current challenges.

Our newsletters

Insurance

Our award-winning newsletter covers everything you need to stay on top of current trends in the insurance market. Topics include telematics, pricing, insurtech, consumer research, regulation and everything in between.

Over 3,000 professionals subscribe to our bi-weekly newsletter containing a round-up of our most recent blogs.

[Click here](#) to subscribe.

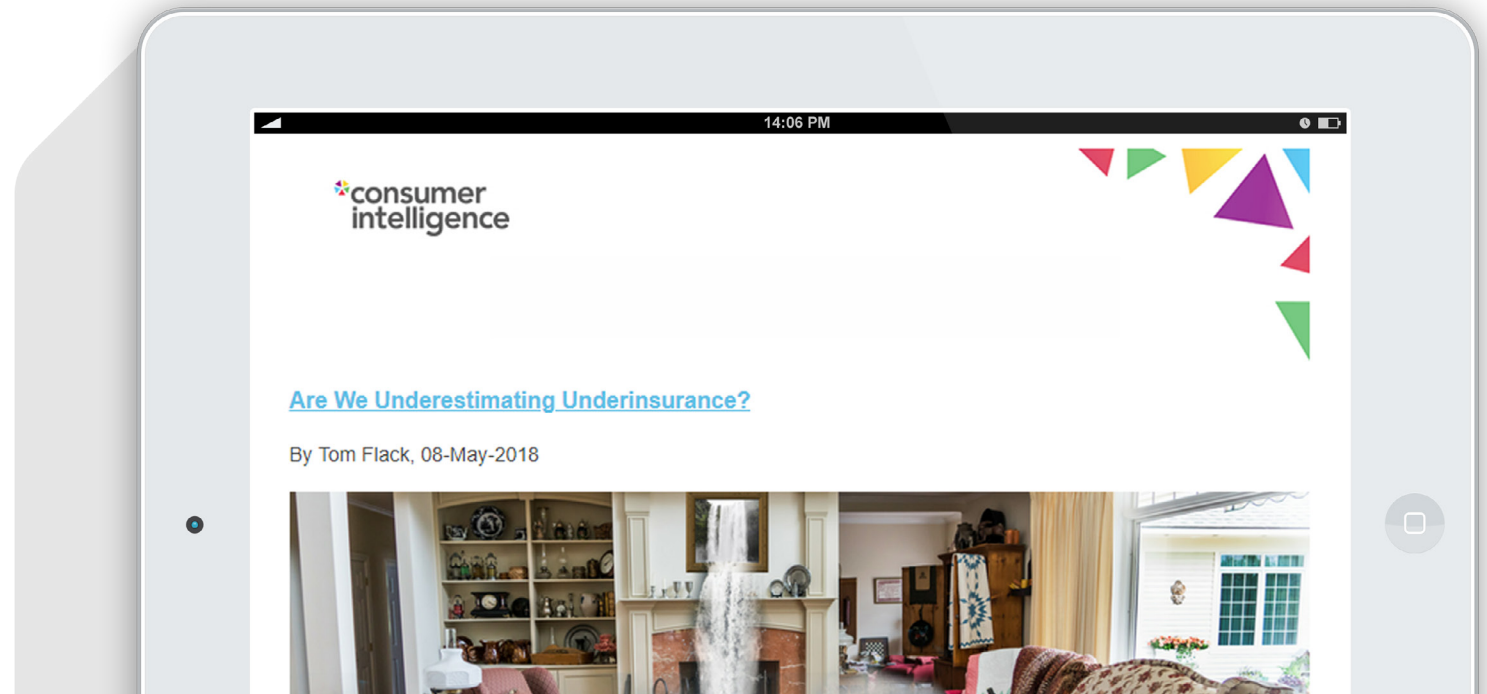
Banking

Our monthly newsletter covers everything you need to become a financial services expert, and be the 'go-to' person among your peers.

By subscribing to our newsletter, you won't need to do a thing but delve into our monthly collection of insights and content from our award-winning banking blog.

Topics include travel money, FX, prepaid cards, money transfers, finance, regulation and more.

[Click here](#) to subscribe.



Make an enquiry

All media enquiries and requests for interview must be channelled through Catherine Carey, our PR and Communication Manager, or the wider marketing team.

Catherine leads on PR, external and internal communications activity at Consumer Intelligence.

Enquiries can be submitted using the contact form on our media centre webpage, or by emailing catherine.carey@consumerintelligence.com.

Catherine Carey

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