



Only 4% of bank customers nationwide discuss their intent to leave before doing so.



## Focus on the Important

### Avannis daily feedback helps you quickly identify attrition risks

#### Identify sources of attrition

"...I was a good and faithful customer and I always paid on time. With the recent flood, you treated me so poorly. You made this last leg of my business unbearable. You wouldn't release my money to me and made me feel more defeated than I already was. We finally got everything paid out to get my house fixed and sold and you had money you owed me. I had to jump through hoops to get my nearly \$500 back."

*Customer of an ICBA bank in the South utilizing the Closed Account study*

#### Save attrition risks

"I'm pretty happy with the service but there are certain days that my card will just not work. My girlfriend who banks with you as well has the same issue at times so it is not just my account. I like your online tools a lot but the security sign in is a pain sometimes. I wish there was not always a set limit on withdrawals. Sometimes I am making larger purchases and the card gets declined several times before I realize what is going on. In short, I guess I have too many problems trying to do basic things."

*Customer of an ICBA bank in the NE utilizing the PULSE study*

#### Prevent attrition

"Terry has helped us in the past. Now, due to bank consolidation, I don't know anyone. I'm not sure this is the same bank I selected for its small town feel 2 years ago."

*Customer of an ICBA bank in the central states utilizing the Teller post-transaction study.*