



# Keep on listening: how continuous insight-gathering accelerates change

Nicola Stevens  
Head of Insight – Close Brothers





TUE	WED	THU	FRI	SAT
	1	2	3	4
	8	9	10	11
	15	16	17	18
	22	23	24	25
	29	30	31	




**Customers**

**Competitors**

**Dealer partners**





	Capability 1	Capability 2	Capability 3	Capability 4	Capability 5
Company A	✓	✓	✓	✓	✓
Company B	✓	✓	In development	In development	-
Company C	✓	✓	✓	✓	-
Company D	✓	✓	✓	✗	✓
	✗	✓	✗	✗	Partially



*"We really do work in partnership with Close Brothers over the long term.*

*It's beneficial to us all when clients like Nicola and her team share what happens with research and the decisions it drives.*

*By knowing the overall aspirations of the business, we are better placed to spot trends as they emerge and can help the client team deliver more powerful insight."*

**Caroline Ahmed, Director  
BVA-BDRC**





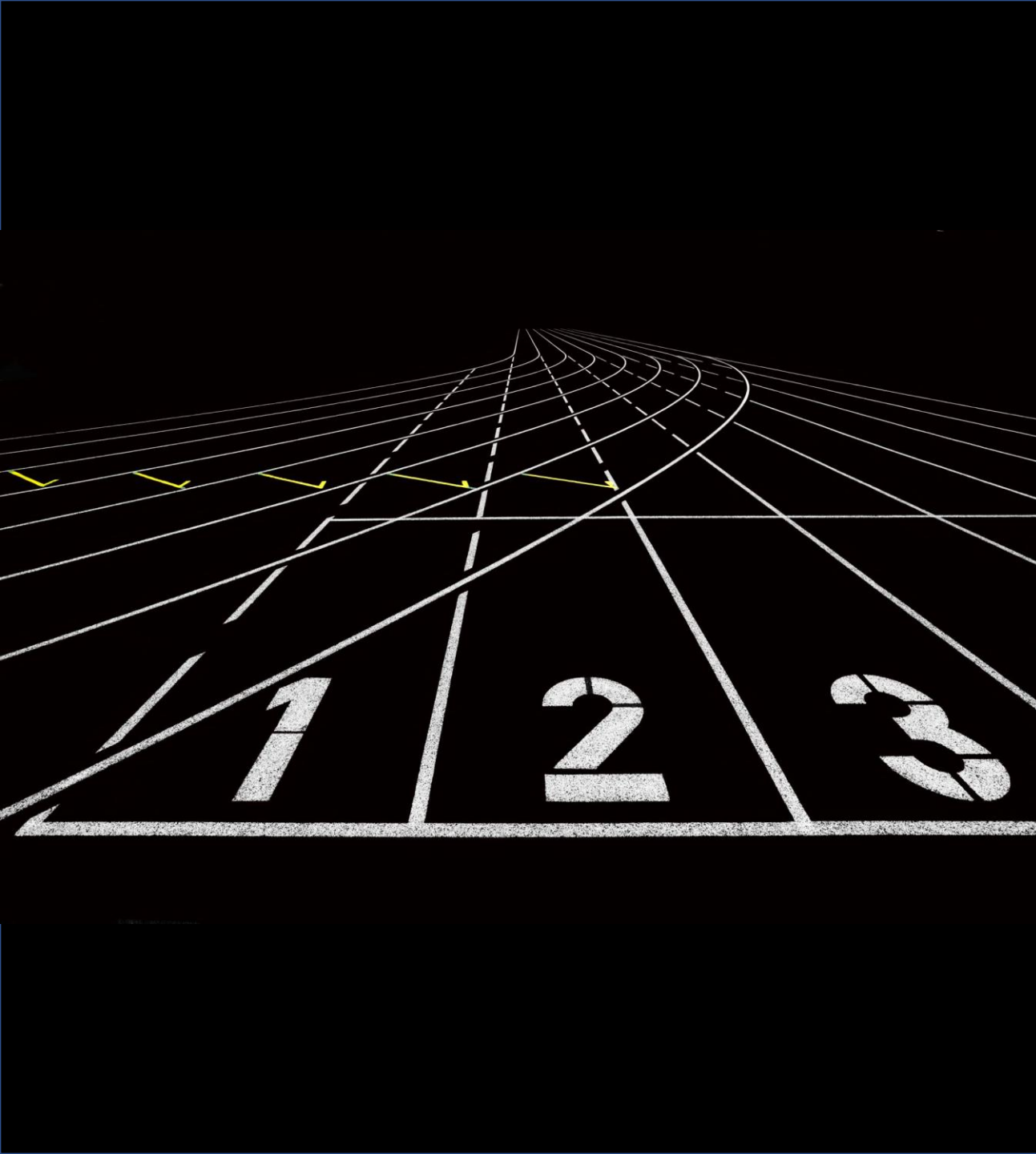
*“Our digital journey continues to develop and more enhancements are planned for 2021.*

*By constantly using all the insight we gather, we ensure that we continue to support our customers and dealer partners as their finance provider of choice.*

*The impact on our brand and NPS scores is excellent. We can truly demonstrate the tangible contribution insight makes to the bottom line.”*

**Jill Hood, Retail Marketing Director  
Close Brothers**





Combine

Continue

Concise



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