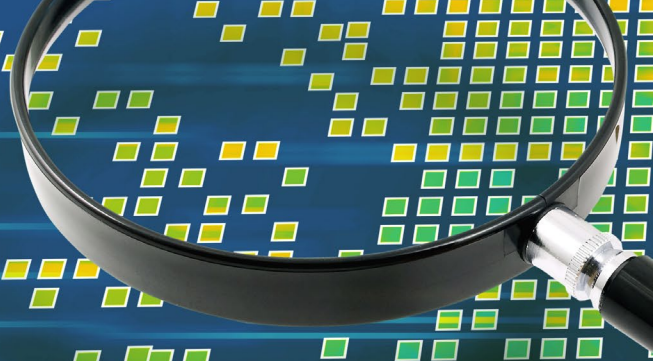
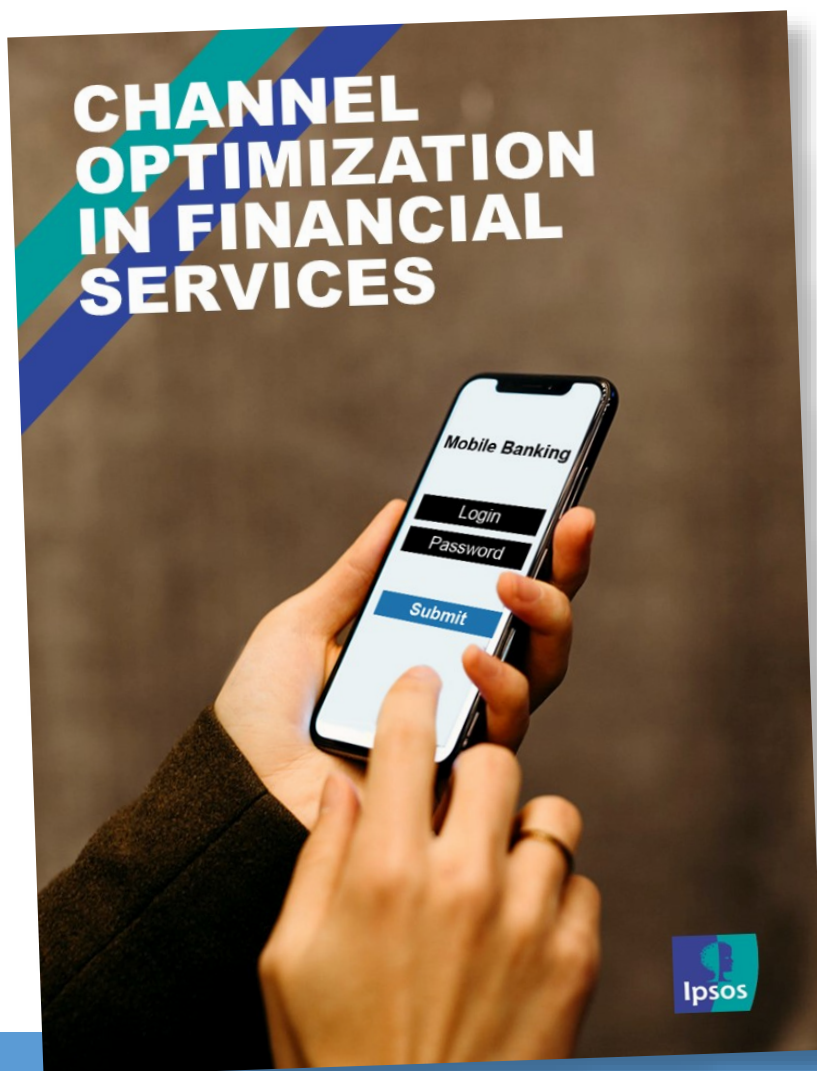


# NEW IPSOS REPORT PROPOSAL



**A** LOT has been written about channel usage changes in financial services, and well before Covid-19 Canadians have been embracing digital finance options. Through Covid-19, some organizations have improved their digital infrastructure while others – perhaps those with fewer development resources – are waiting to see how the market matures before setting their own strategy and development priorities.



As the saying now goes, Covid-19 has accelerated the digitization of everything by 5 years; the horse has been brought to the digital trough, so to speak. Who is drinking? How are different consumers changing their channel behaviour and what is the adoption trajectory of digital behaviour? What are the different ways that organizations can pivot? And how does this fit with overall market strategy?

This report will quantify and verify the trends based on 15 years worth of Ipsos behavioural tracking data including weekly tracking since March 2020. It will provide a framework for smaller financial institutions to consider as you make choices on channel functionality and priorities going forward.

This report is offered as a building block that can be purchased with a customized ideation and activation session to facilitate the integration and activation of the data provided into your organization's distribution strategy, turning information into concrete development plans.

GAME CHANGERS



# Contents

Chapter 1: Introduction

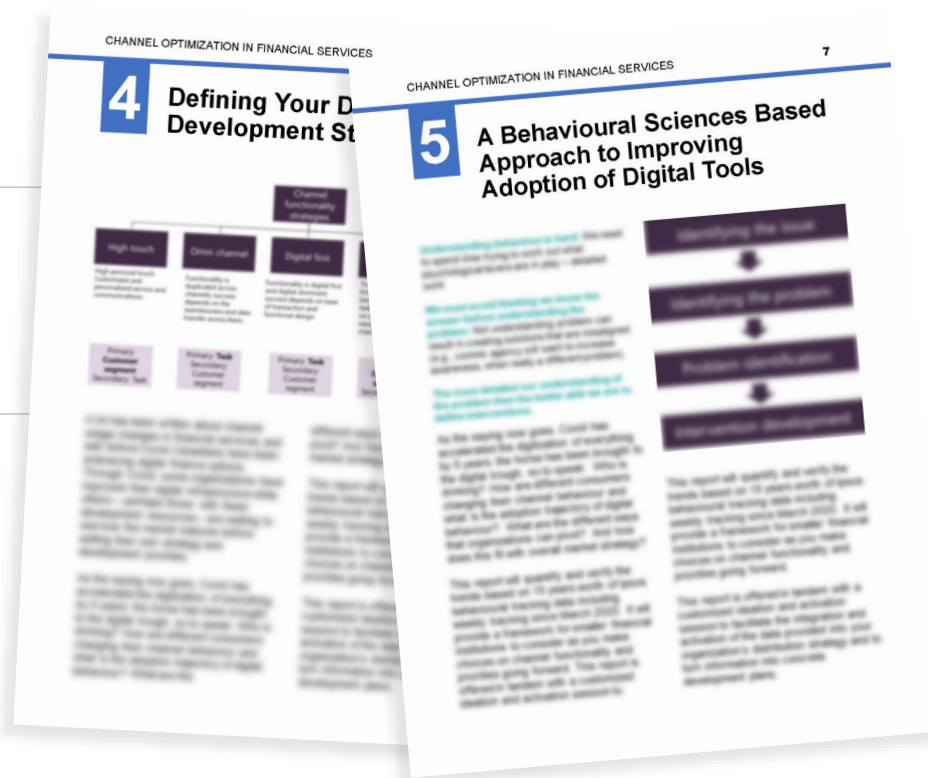
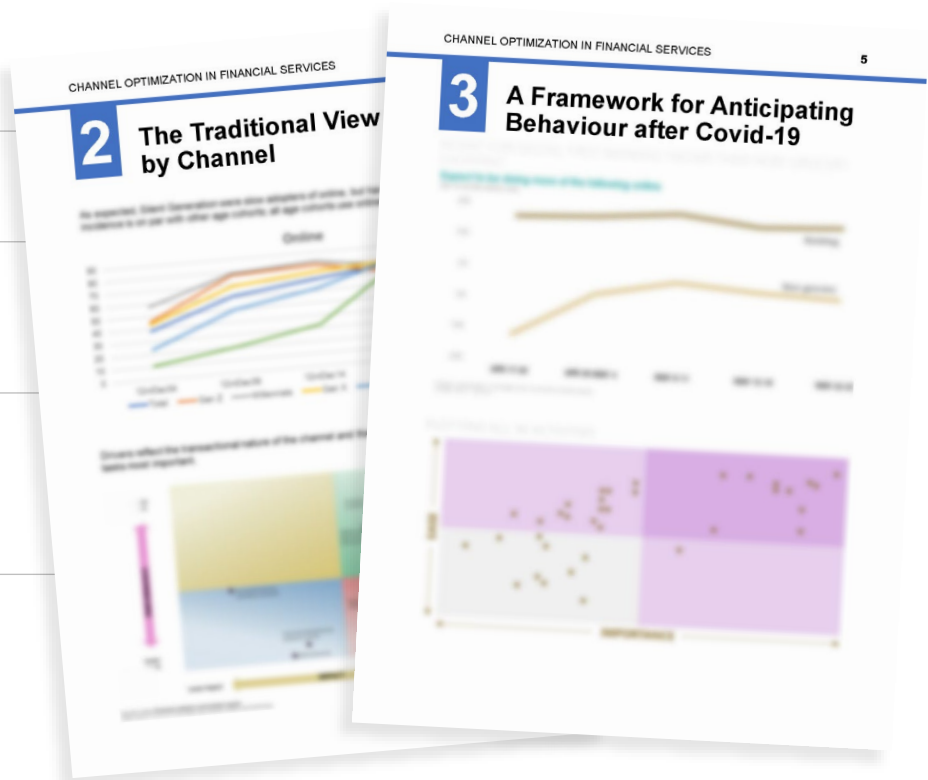
Chapter 2: The Traditional View by Channel

Chapter 3: A Framework for Anticipating Behaviour after Covid-19

Chapter 4: Defining Your Distribution and Development Strategy

- high touch
- omni-channel
- digital first
- optimized
- task ecosystem

Chapter 5: A Behavioural Sciences Based Approach to Improving Adoption of Digital Tools



The *Channel Optimization in Financial Services* report (36 pages) will be available, pending sufficient expression of interest, for a fee of \$5,000. To indicate your interest in this offer, or for more information, please email [Ray.Kong@Ipsos.com](mailto:Ray.Kong@Ipsos.com) with your **name**, **title**, **company**, **mailing address**, and **phone**.