



TARGETING CONSUMERS USING HUMAN CENTERED DESIGN



INTRODUCTION

A Malaysian commercial bank aimed to launch a new fintech product but lacked consumer insights critical for product development and marketing. They engaged **Bâton Global (B|G)**, employing a human-centered design approach to understand their target audience's behaviors and needs.



THE STORY

This financial institution specializes in offering banking and financial services that align with ethical and moral principles. It provides a wide range of products and services including personal banking, business solutions, and investment opportunities that are tailored to meet the diverse needs of its clients.



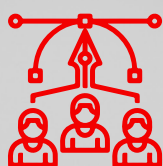
THE CHALLENGE

The bank sought comprehensive insights into customer behavior, preferences, and the overall business environment while pursuing goals of driving product development, go-to-market strategies, and marketing initiatives for their forthcoming fintech product.



THE CHOICE

B|G conducted thorough secondary research, reviewed internal documentation, and conducted primary research through surveys and focus groups. Their data analysis informed refined customer profiles, empowering the bank to design effective marketing strategies that align with customer preferences and needs. This engagement positioned the bank to offer tailored solutions and experiences to its target audience.



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A Malaysian commercial bank, driven to introduce an innovative fintech product, faced the challenge of gathering nuanced consumer insights to steer its product development, design, and marketing strategies effectively. Partnering with **Bâton Global (B|G)**, the bank sought a human-centered design methodology, prioritizing an understanding of customer behaviors and preferences.

B|G initiated the process by diving into extensive secondary research, accurately reviewing internal and external documentation to grasp initial insights into the targeted customer base. This foundational research not only provided an overview but also identified gaps that required deeper exploration.

Moving forward, B|G pursued primary research, conducting surveys and organizing insightful focus groups. This method involved designing, validating, and distributing survey instruments, and then aggregating and thoroughly analyzing the collected data. This precise data collection and analysis generated valuable customer-centric insights that were previously undiscovered in the secondary research phase.

Upon completion of this comprehensive data collection and analysis, B|G compiled the findings into a summary analysis and presented the findings to the bank's leadership. These insights, a combination of primary and secondary research, became the cornerstones of the bank's strategic decisions regarding product development, customer profiling, and marketing strategy.

Leveraging B|G's research and findings, the bank successfully refined its understanding of target consumer profiles. By gaining a deeper understanding of customers' needs, preferences, preferred communication channels, and expectations, the bank tailored its marketing strategies. The integration of these insights facilitated a customer-centric approach, allowing the bank to align its products and services more effectively with customer demands.

The culmination of B|G's intelligence-driven approach empowered the bank to embrace a more targeted and focused strategy. With a comprehensive understanding of its consumers' preferences and behaviors in tow, the bank stood well-positioned to cater to consumers' needs effectively, enhance product offerings, and deliver personalized and impactful marketing experiences that resonate with the target audience.

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