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What does a good bank look like?

The banking sector is at a crossroads. The sector has had to weather a storm, with many criticised for not lending to homebuyers and small businesses. It has recently become easier to change bank and the market is being reconfigured by new market entrants and the appearance of greater competition.

After a period of market turbulence and reputational challenge – and during a period when people are having to make savvy choices in how they stay afloat and face the prospect of greater market competition – elephant communications wanted to get a view from the British public on what mattered from a bank today. People use banks every day but what does a good one look like?

elephant has commissioned five cycles of research that offer perspectives on this question. The team will be running a number of insight events on the research during November. For more information, contact info@elephantcommunications.co.uk

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