



INFORMATION LETTER FOR PARTICIPANTS

Study Title: NCBA CORPORATE INTERNET BANKING

Dear Valued Customer,

To serve you better, NCBA is in the process of upgrading the Corporate and Business Banking internet banking channel. We acknowledge that there have been real gaps in our corporate internet banking experience and we are committing to bring to life a world class solution. This starts with hearing what YOU want. We are embedding co-designing as a principle in this process.

To ensure your needs are fully catered for, the Bank will be conducting a study/survey through its consultant firm, Marathon Partners Limited. The survey is scheduled to start from the 12th - 14th of April, and the interview duration will be 40 – 60mins.

In line with this, this information letter describes this study to guide and formally request you to give us your valuable internet banking experience feedback. Your participation in this exercise will bring an objective outside in outlook to drive a better and customized user experience on the new platform. The interview will either be physical or virtual depending on your advised preference.

Kindly confirm which mode of study/survey (online or physical) you prefer, and your decision to participate, and respond via email.

Please note:

- Participating in this study is voluntary and anonymous.
- If you join this study, you can change your mind and withdraw at any time.
- It is important you understand why and how this study will be conducted.
- The in depth benefits of this research will be explained to you during the interview.

The names and contact information of the Marathon researcher who will be contacting you for the interview will be shared with you through your relationship manager.

Thank you for reading this information and considering your participation.

Kind Regards,

NCBA Bank



Purpose of the study

The purpose of this study is to understand how and why NCBA Corporate and Business banking clients use the internet banking channel, what your current pain points and delights are. Your participation in this study will help NCBA improve the new internet banking platform experience.

Freedom to withdraw

Your participation is voluntary and you can withdraw at any time without giving a reason.

Information we want to collect

We will watch you carry out various tasks on the platform and ask you about your desired banking needs and experience in your daily interaction.

We will take audio recordings, photographs, and record your comments and actions during the session.

Privacy and Confidentiality

All information collected will be for the purposes of improving the new NCBA Corporate internet banking platform experience. Information collected will be private and confidential.

We will publish research reports that include your comments and actions but all data will be anonymous.

Statement of Consent

- The researcher has explained the purpose of the research to me.
- The researcher may ask for permission to audiotape and take pictures which will be used solely for research purposes.
- I have read the above information, and I consent to take part in the study.

Organization Name:

Date: _____ Signature: _____

Contact information

NCBA - Study Sponsor	
Marathon researcher	
Contact information	