



# How Google used Behavioural Recruitment to understand modern banking customers

**Google wanted to understand the emotional context of retail banking and how digital innovation can add value to customer relationships - to inspire the services offered to retail banks.**

## Behavioural Recruitment

Liveminds doesn't use a database of repeat respondents. Behavioural Recruitment is powered by live social data - we find fresh participants matched from 2 billion for every project, based on their online activities. The key advantages:

**FRESH:** Participants are typically fresh to research.

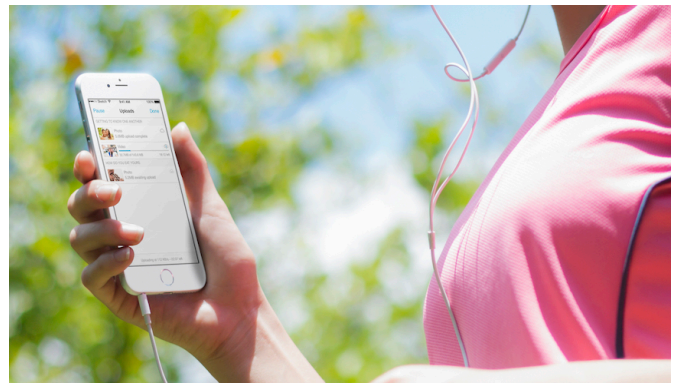
**REACH:** Access to over 100X more people than the biggest panels.

**REAL:** Participants genuinely match your research criteria.

Google wanted to learn from a range of banking customers - from the mainstream, to the technologically progressive. It was also vital to include some people who were about to or had recently switched banks.

Using Behavioural Recruitment we were able to find early adopters of technology, people interested in new challenger banks, those who were interested in new products (e.g. Monzo) and those who used new systems (e.g. Apple Pay).

Liveminds online qual platform gathered videos showing real-world interactions with banks, mobile diaries capturing gut reactions to banking touchpoints and drawings to explore the emotional relationship



## The Results

*“Our research with Liveminds was instrumental in shaping how we think about the banking sector and how we engage our most senior clients on the industry’s challenges and opportunities.*

*Liveminds unique approach to recruitment based on behaviour, gave us authentic and highly engaged participants who we anticipated would be hard to find, given that people do not switch banks that much and since progressive uses of technology in banking are still relatively niche.”*

Georgina Altman, Strategic Insights Manager, Google

[Read the full case study at liveminds.com](https://www.liveminds.com)

