

## Focus Group - \$300



## Seeking People with Disabilities to Influence Financial Services

We are actively seeking creative participants that can express their thoughts and needs to brands in ways that they can act to improve customer experience for all.

The Return on Disability Group is seeking participants to inform one of the world's leading Financial Services companies on how to improve the customer experience for People with Disabilities.

As People with Disabilities gain more power as consumers, companies need to better understand their needs and desires. One of the world's largest Financial Services firms has commissioned a pioneering study on how they build their online tools to meet the needs of and delight customers with disabilities.

As a participant, you will use one of these tools for 30 days. As you use this tool, you shall keep a daily dairy of your experiences and after the "test period" we will sit down to discuss how your disability impacted your experience as a customer and explore suggestions to maximize your experience.

Participants must feel comfortable discussing their disability with our team and other Focus Group participants. Your identity will remain anonymous to the company.

Participants will be compensated \$300.00 for their time. We anticipate a time commitment of 10 hours (total) over 30 days.

Participants must self-identify as a person with a disability and meet other education/experience level requirements to be selected for this study.

The knowledge gained through our conversations will assist the firm in both better serving its customers and in planning for the next generation of online tools. We also believe that these studies encourage global brands to 'get smart' about delighting people with disabilities as customers.

- Who: Major Global Financial Services Company
- What: Keep a 30-day experience dairy and 3-hour Focus Group
- When: In-Person Focus Group – March 6, 2019
- Where: Downtown Toronto
- How Much: \$300 for your time

To apply, please complete the attached application form and email it to [jenn@rod-group.com](mailto:jenn@rod-group.com)  
Feel free to email information in any format that best suits your communications approach.

# FINANCIAL SERVICES DISABILITY FOCUS GROUP

Participant Application

## APPLICANT INFORMATION

Last Name:			First Name:			
Street Address:						Apt/Unit:
City:			Province:		Postal Code:	
Phone:			E-mail:			
Do you identify as a person with disability?			Yes		No	
Gender:	F	M	Other	Birthdate:		
My Bank:	BMO	TD	Scotiabank	Royal Bank	Other	

## EDUCATION

Undergraduate School	
Degree Attained	Major
Graduate School	
Degree Attained	Major
Post-graduate School	
Degree Attained	Major

## NATURE OF HOW YOU INTERACT WITH THE WORLD (DISABILITY)

Please circle, highlight or otherwise indicate the functional nature of your disability. This information helps us balance the panel.

Physical/Mobility/Dexterity                      Hearing                      Vision                      Learning/Cognitive

I don't fit in a box – so I'll explain in the box below:

