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Raddon Financial Group Evolves to Anticipate Changing Needs of Banks and Credit Unions

Company rebrands as Raddon and relaunches with new research and consulting services to provide financial institutions the insights they need to grow in today's competitive market

BROOKFIELD, Wis.--(BUSINESS WIRE)-- [Fiserv, Inc.](#) (NASDAQ: FISV), a leading global provider of financial services technology solutions, announced today that Raddon Financial Group has relaunched with an updated slate of research and consulting services for financial institutions. These services are designed to provide banks and credit unions with the insight and direction they need to navigate an increasingly competitive market. As part of the relaunch the company has been rebranded as RaddonSM, a Fiserv company. A redesigned website at [raddon.com](#) offers access to research reports and provides insights via the Raddon Report blog.

"Raddon has been a sought-after source of financial industry insights and expertise for more than 30 years," said Chris Canton, senior vice president, Raddon. "In today's rapidly changing world, bank and credit union clients rely on us for information that helps them anticipate future demand and positions them to grow. We're changing how we go to market with a focus on delivering actionable insights that enable our clients to better serve their customers and members."

The heightened emphasis on research and consulting is evident in the company's investment in services such as Raddon Research Insights, Performance Analytics and consulting.

Raddon Research Insights

Raddon Research Insights, an evolution of the former Raddon Strategic Planning Study Group, examines the financial behaviors, intentions and attitudes of consumers and small businesses in the United States. Research delves into topics such as usage of banking channels (branch, online, mobile, etc.), technology adoption, financial product design and usage, and the competitive landscape. In order to capture the rapid changes taking place in these areas, Raddon will conduct a minimum of eight topical research studies per year. Findings will be shared with subscribers via research papers and webinars.

"The pace of change in financial services is extremely rapid, driven by new technologies and changing user expectations," said Bill Handel, vice president of research, Raddon. "Frequent research ensures our clients are able to stay up to date with information on how people are managing their financial lives. We help our clients spot trends and changes so they can be ready to serve customers in the ways they expect."

Raddon will also launch a new conference, the Raddon Research Conference, to establish a forum to share and discuss research findings as well as their practical application through marketing and business strategies.

Performance Analytics

Performance Analytics, formerly known as the Raddon CEO Strategies Group, provides new product ideas, strategies for segmentation, insights on pricing, profitability measurement, and actionable insights based on a financial institution's own unique data. Specific areas analyzed can range from branch optimization to loan growth. Twice a year, clients receive a detailed performance and opportunities report customized to their financial institution.

Raddon will continue to host its annual Raddon CEO Forum featuring strategy sessions targeted to large credit union executives. Raddon also offers semi-annual Performance Analytics workshops, where participants can review results from their organization and interact with peers to share best practices.

Consulting

The new Raddon consulting suite has three pillars: Strategy Services, Marketing Services, and Sales and Service Culture Transformation.

Raddon combines unique industry expertise with proprietary research, analytics and benchmarking diagnostics to tailor market-driven strategies for sustainable performance improvements and measurable results. Senior level financial services consultants at Raddon help financial institutions ensure a solid differentiated strategic foundation, create segment-specific growth strategies, align products and services with customer needs, create marketing and communication plans and improve sales and service productivity.

Visit the new website at raddon.com for information on Raddon services, access to research reports and the Raddon Report blog.

About Raddon

Raddon, a Fiserv company, has been providing financial institutions with research-based solutions since 1983. Raddon works exclusively with financial institutions, understands the industry and can apply practical know-how to the unique challenges and opportunities financial institutions face. Raddon combines best practices in research and analysis with consulting and technology solutions to help institutions achieve sustainable growth and improve financial performance.

About Fiserv

Fiserv, Inc. (NASDAQ: FISV) enables clients worldwide to create and deliver financial services experiences that are in step with the way people live and work today. For more than 30 years, Fiserv has been a trusted leader in financial services technology, helping clients achieve best-in-class results by driving quality and innovation in payments, processing services, risk and compliance, customer and channel management, and insights and optimization. Fiserv is a member of the FORTUNE® 500 and has been named among the FORTUNE Magazine World's Most Admired Companies® for four consecutive years, ranking first in its category for innovation in 2016 and 2017. For more information, visit Fiserv.com.

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