

Market Research Summary

Wind River Financial

22 JAN 13

The Research

- Contracted Matousek Research out of Green Bay
- Completed phone calls to **225 businesses** (“blind”)
- Interviewers spoke with the person who manages the payment acceptance/processing program
- 67% of those businesses were in Dane County
- Remaining 33% were split between Dodge, Jefferson and Sauk Counties
- Businesses represented all volume levels
- Phone calls lasted an average of 10 minutes



Data Set #4: Attribute Alignment

- Matousek asked all respondents to score their current processor on 1 to 7 scale, for 19 different attributes.
- 1 is low, 7 is high
- **On all 19 attributes**, Wind River merchants scored us higher than non-Wind River merchants scored their processor. In some cases, the gap was significant. Here are scores from highest to lowest:



Data Set #4: Attribute Alignment

• ATTRIBUTE	• WRF	• NON-WRF
• PCI/Data Security	• 6.83	6.45
• Trustworthy	• 6.77	6.26
• Ease of Use	• 6.73	6.43
• Customer Service	• 6.63	6.10
• Responsiveness	• 6.42	6.06
• Durbin Savings	• 6.40	5.26
• Staff Training	• 6.26	5.84

Data Set #4: Attribute Alignment

• ATTRIBUTE	• WRF	NON-WRF
• Hardware/Software	• 6.24	6.07
• Handle Complex Needs	• 6.19	5.81
• Solution Development	• 6.19	5.67
• Dedicated RM	• 6.15	5.61
• Reporting Tools	• 6.13	6.02
• Partner, Not Vendor	• 6.12	5.19
• Recommended (Bank)	• 6.05	5.29

Data Set #4: Attribute Alignment

• ATTRIBUTE	• WRF	NON-WRF
• Industry Advocate	• 6.04	5.61
• Local Community	• 6.03	4.65
• Reasonable Rates	• 5.88	5.61
• Face-to-face Contact	• 5.69	4.83
• Recommended (Assoc.)	• 5.53	5.10

