



# S4PRO USER INSIGHTS

## A 2021 SPRINGFOUR IMPACT REPORT

## 2021 S4PRO USER SURVEY RESULTS

In November 2021, SpringFour conducted its annual survey of S4pro users (agents and counselors). We conduct this survey to get a sense of user experience, to obtain feedback and improve our products, to understand best practices, and to learn more about how SpringFour benefits end users – individuals and families who are struggling. Survey highlights are below.



### POWERING FINANCIAL HEALTH

93% of users say SpringFour helps customers reduce monthly expenses;  
86% report that SpringFour helps customers get on track with payments



### ENSURING EFFICIENCY

94% say SpringFour resources are reliable and easy to use



### GROWING BRAND VALUE AND TRUST

94% say using SpringFour makes them feel better about the work they're doing;  
85% say SpringFour makes customers feel more positively about their company



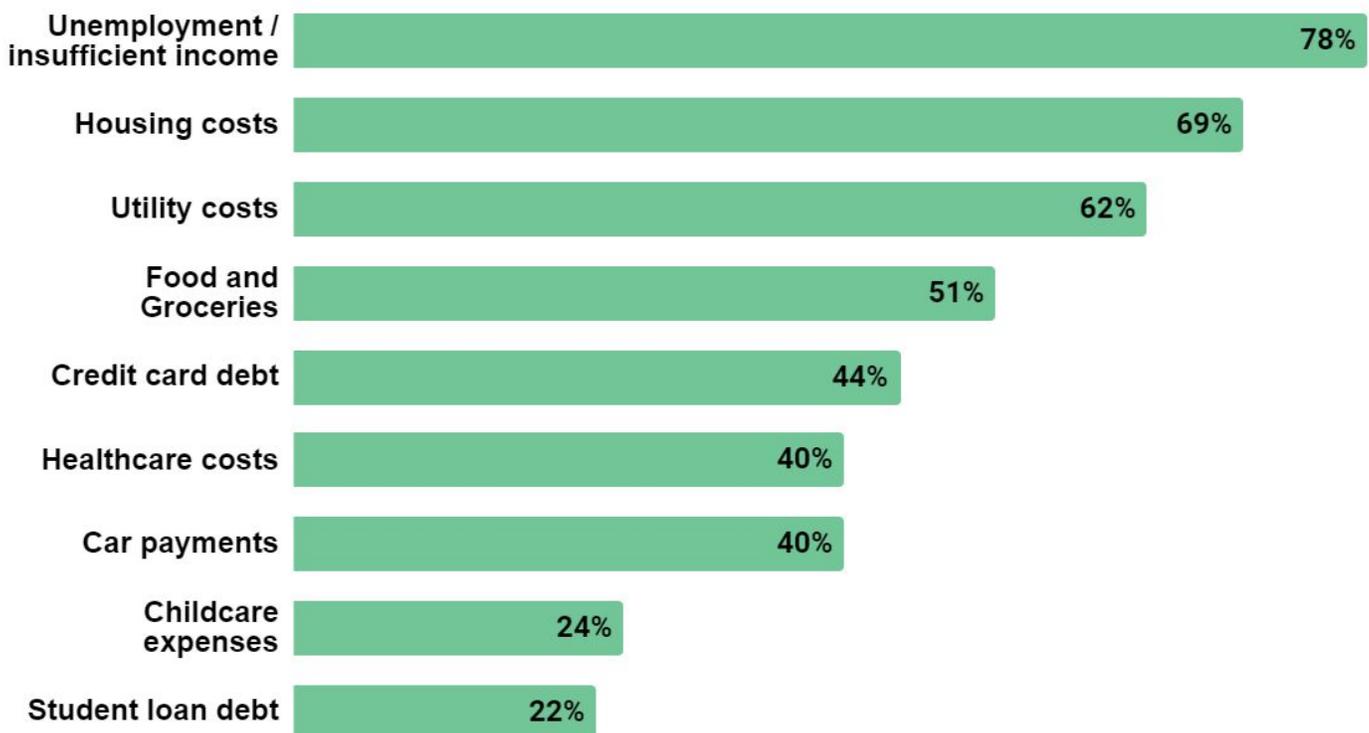
### IMPROVING CUSTOMER EXPERIENCE

90% agree that SpringFour improves interactions with customers  
89% relate that SpringFour helps with customer retention;

## CRITICAL CONSUMER NEEDS

SpringFour asked agents and counselors to report back on the most critical financial health issues facing their customers. Results show that basic needs and living expenses are causing families financial stress – making access to resources critical. SpringFour continues to see high demand for food, housing, and utility resources, among other categories.

Agents and counselors say these are the most pressing financial health concerns facing their customers.



## TESTIMONIALS

**SpringFour referrals provide real-world impacts that help families pay for basic needs and achieve their financial health goals-- while helping improve companies' brand value and bottom line. Users describe the tangible benefits SpringFour brings their customers.**

"A client of mine was able to reduce her internet bill to \$14 a month with the emergency broadband program referral from SpringFour, and she was thrilled."

--Carol, InCharge Debt Solutions



"Recently, a client was skeptical about our ability to find resources for food in her area, as she had tried "everywhere." SpringFour returned results that she had not located on her own. When we followed up a few days later, she had in fact received some much needed assistance!"

-- Jackie, Money Management International (MMI)



"My customer gained temporary employment from a SpringFour referral."

-- Gina, BMO Harris Bank



"A customer who was facing financial hardship was happy to know she could be provided with local resources. I helped her find rental resources, food savings, and heating/utility assistance."

--Azuri, Salary Finance

