



S4Impact

Our clients measure impact on customers and the bottom line. Client examples include:

- 10% of customers more likely to remain current on loans
- \$1000 annual credit loss benefit per customer
- 2x delinquency improvement
- Improved Net Promoter Scores

READ OUR CASE STUDIES FOR MORE

[OppFi](#)

[Enova](#)

[BMO Harris](#)

[Self](#)

“My client was able to save over \$150.00 per month...with SpringFour”

--Call Center Agent

“SpringFour has improved repayment rates and has resulted in declining delinquent balances...saving the bank hundreds of thousands of dollars within the first year.”

--Call Center Agent

The SpringFour research team measures impact in a variety of categories:

FINANCIAL HEALTH METRICS

3.3 million financial health referrals to Americans in need in 2021, including:

- 590,000 for food assistance
- 413,000 for help finding a job or applying for unemployment
- 350,000 for utility assistance

CUSTOMER OUTCOMES & EXPERIENCE

- 93% say S4 enables customers to reduce monthly expenses
- 90% say S4 improves customer interactions
- 86% say S4 helps customers stay on track with payments

BRAND VALUE

- 94% say S4 makes them feel better about the work they are doing
- 89% say S4 improves customer retention
- 85% say S4 makes customers feel better about their company



ENHANCE YOUR CUSTOMERS' FINANCIAL HEALTH THROUGH YOUR PARTNERSHIP WITH SPRINGFOUR

SpringFour clients use a variety of strategies to internally gauge impact of our partnership. We will help you define what success looks like for your company, including:



REDUCED DELINQUENCY /CREDIT LOSS



INCREASED EMPLOYEE SATISFACTION



BETTER CUSTOMER RETENTION



INCREASED REPAYMENT & SAVINGS



HIGHER FORECLOSURE PREVENTION PARTICIPATION

SpringFour's research team has more than 20 years of executive experience in financial services research. This provides you access to:

PROPRIETARY DATA AND BENCHMARKING

View customized data and benchmarking on S4 referrals by category; geography; and product type. See how your financial health referrals compare to the aggregate of over 3 million referrals a year.

INTEL ON EMPLOYEE SATISFACTION & USER IMPACT

Annual research surveys track impact of S4 on: employee satisfaction; brand reputation; customer experience; impact on COVID relief strategy; and customer savings. Custom research available.

CONSUMER SURVEY DATA & FINANCIAL HEALTH TRENDS

Stay current on financial health trends and keep your finger on the pulse of consumer need through SpringFour's expert analysis.

ESG IMPACT & REPORTING

SpringFour's ESG experts can help incorporate metrics on S4 impact into your ESG reports.

SHOWCASE YOUR IMPACT!!

Work with SpringFour to document your financial health outcomes.