



Panacea Partner
Satisfaction Survey

October 2018

Panacea Partner Survey

Recently asked partners to complete an anonymous survey about our own service to understand what they liked and where we could improve

14 firms in total submitted answers. Key points include:

- 13 partners are very satisfied or satisfied with the service Panacea provides (1 was neither satisfied nor dissatisfied)
- 13 partners feel that Panacea's service is flexible in the way it supports and promotes partner businesses (1 said sometimes)
- 12 partners feel that questions are 'always' quickly responded to, 1 stated 'usually' and one stated 'sometimes'
- 12 partners feel that Panacea is 'always' reliable and easy to work with and 2 said 'usually'

Panacea Partner Survey

- 13 partners are very satisfied or satisfied with Panacea's overall communication & support efforts (inc monthly newsletters, MI, events & regular updates) and 1 was neither satisfied nor dissatisfied. One individual commented that *"We receive more feedback, reporting and evidence from you than other companies we work with"*

- 13 partners are very satisfied or satisfied that Panacea offered good value and 1 was dissatisfied but stated it was too early to take a real view

- Main factors when choosing a communications partner include:

- MI (14 chose this)
- Ability to target (10 chose this)
- Support & flexibility (8 chose this)
- Price (8 chose this)

Other comments included:

"It is important to know that the database integrity is validated, some organisations can just conjure numbers out of thin air"

"General brand awareness is also important"

Panacea Partner Survey

- 13 partners see added value in being given access to target an independently verified and analysed database
- 11 partners said they get value in being provided with granular contact data from our communications to allow sales follow up. 1 didn't and 2 were unsure. Comment were:
 - “Also useful as hard evidence”*
 - “Fantastically helpful”*
- 4 partners said yes and 10 said unsure to whether they believe there any distribution relationship support opportunities we can assist with now that FCA inducement regulation PS10/18 has hit home?
- 13 partners said they would recommend Panacea as a way of communicating to Financial Advisers and 1 was unsure, stating it was too early to take a view**

Why Panacea?

- DA Adviser Influencer
- Size of Adviser Market Share
- Value for Money
- MI & Data provided justifies credibility
- Engaged online following

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