As a nonprofit, independent organization, BAI empowers leaders to make smart decisions, drive positive change, and move the financial services industry forward by delivering in-depth data analysis, unbiased perspectives, and industry expertise.

Actionable Insights for Financial Services Leaders:

**CEO/CFO**
- BAI Consumer Non-Interest Income Pulse
- BAI Executive Dashboards

**Head of Branch**
- BAI Market Level Analysis
- BAI Market Share Analysis
- BAI Executive Dashboards

**CHRO**
- BAI Talent Management Benchmarking

**CMO**
- BAI Market Level Analysis
- BAI Segment Analysis
- BAI Market Share Analysis
- BAI Digital Benchmarking
- BAI Digital Funnel Pulse

In addition to the programs above, BAI can provide additional analysis based on your unique needs allowing you to match the way your bank views your customer base, branches and other key factors. Find out more about how BAI’s research can help your organization make smart decisions with clarity and confidence. Contact us today at: **800-224-9889** or [www.bai.org/research](http://www.bai.org/research)