



REPRESENTATIVE ENGAGEMENT

Branch Optimization

Client Profile:	<ul style="list-style-type: none"> A national commercial and retail bank
Business Issue:	<ul style="list-style-type: none"> Identify areas of performance improvement across all areas of the retail bank's operations to strengthen position in regional market
Engagement Plan:	<ul style="list-style-type: none"> Identify process improvements in branches and branch support areas Identify optimal staff levels to increase customer service and sales capacity Measure customer wait time at retail branches Track customer response to service related survey questions
Solution:	<ul style="list-style-type: none"> Conducted operational review of all branch activities, identifying opportunities for centralization, elimination and streamlining of activities Gathered data for analysis in relational database using proprietary techniques with advanced technology Compared results to industry target objectives to identify opportunities to streamline processing and create sales and service capacity Analyzed customer wait time and satisfaction levels by hour of day to assess consistency and effectiveness of service delivery
Benefits:	<ul style="list-style-type: none"> Potential staff level reduction of 558 resources through reduction of excess capacity and reengineering opportunities \$19 million identified in annual savings

SAMPLE FINDINGS

Percent of Time by Position for Each Activity Group

