



Success Story: Affluent Banking Opportunity Realization

Client Classification: Country Leading Commercial Bank

Service Category: Organization Transformation, Performance Management, Change Management

Situation:

The largest bank in their market was void of any discernable Affluent banking proposition for its most profitable retail customers. Business focused on “local” or branch customer ownership leading inconsistent best efforts “VIP” treatment. Segmentation policy built on loose rules which did little to capture opportunities against existing or external to bank Affluent segment. Bank’s channels and fulfillment operations failed in meeting acceptable TAT’s causing customer frustration. Affluent customers consistently sought servicing from other market players, mainly int’l banks, causing asset erosion or many cases total customer defection. Bank management invited LoBue to assess current situation and develop a strategy and rapid tactical deployment model to realize opportunities within the Affluent banking market.

Recommendations:

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Results:

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