



Large Consumer Bank Revolutionizes Branch Marketing Operation

Results

Venture Solutions' comprehensive Profile Manager solution has dramatically improved the efficiency and effectiveness of the bank's branch marketing operation.

Challenge

This major bank, one of the largest consumer banks in the country, has locations across the nation. Each location has unique dimensions and other building features. Therefore, the bank's corporate marketing team was challenged with creating kits with marketing materials in them for each branch location in support of various campaigns that the bank launches.

Solution

This bank was interested in having a survey completed of all its branch locations to help create more effective marketing campaigns, eliminate spreadsheet workflow and improve merchandising across their enterprise. Accuracy of data was the top concern, along with obtaining a digital tool to maintain their data in a sustainable manner.

Venture Solutions clarified all inputs by completing onsite walk-throughs with the client. These steps allowed Venture Solutions to fine tune all survey information required. To test the Venture Solutions process in obtaining this information to support the bank, Venture Solutions agreed to a pilot program for the state of Minnesota. This allowed assumptions to be validated and the process to be refined.

Venture Solutions' Profile Manager solution delivered a complete, accurate set of branch profile data – on time and on budget. The result was an organized, sharable set of site intelligence that empowers marketing, banking operations, and kitting and fulfillment.



SPEED TO MARKET

Intuitive data determinations and expert order assembly get materials to branches much faster.



ENHANCED ACCURACY

Robust branch profile data has elevated kit quantity accuracy to more than 98%.



PROCESS EFFICIENCY

Automated processes eliminate spreadsheet manipulation and prevent delays.