

CPG's Branch Channel Enhancement Services

Capital Performance Group's Branch Channel Enhancement Services combine powerful diagnostics, industry insight, and CPG's deep retail banking and delivery system optimization experience to enable banks to improve channel efficiency, productivity, profitability, and customer experience.

The Situation

The market collapse brought a sharp end to the industry's branch building spree while simultaneously illuminating the importance of low cost deposits. Diminishing overdraft income and increased FDIC insurance premiums are forcing banks to find new sources of revenues. All the while, customers' reliance on branches for transacting is steadily declining.

Meanwhile, most banks have yet to tap the full potential of their branch networks. Many have layered higher sales goals and new product introductions over new technology releases and compliance requirements, thereby placing significantly higher pressure on frontline staff. The results at most banks are modest—if any—productivity gains, inconsistent execution, and higher overall delivery costs.

The Challenge

Retail banking organizations today must figure out how best to:

- Write projected performance out of recent de novos;
- Hone sales, service, and referral processes to increase production and enhance the channel experience;
- Right-size existing branch networks to free resources, enable focus on top markets, and lower operating cost;
- Identify attractive expansion and relocation opportunities among the vast number of branches shuttered or divested by institutions needing to trim costs or consolidate acquisitions; and perhaps most importantly;
- Ensure the branch channel is aligned with the overarching strategy of the bank.

What We Do

CPG leverages years of hands-on experience, field-tested tools and methodologies, and knowledge of critical trends and leading practices to help banks develop and implement successful branch channel enhancement strategies. We tailor our assistance to your specific needs and situation, ensuring bank staff resources are optimally leveraged and your realization timeframe and ROI are accelerated.

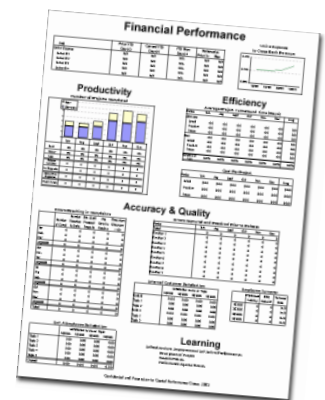
Branch Performance Improvement Planning

Where do we start?

What are realistic branch channel performance improvement expectations?

How much work do we have to do?

CPG's Branch Performance Improvement Program is a brief (2-3 week) engagement culminating in a facilitated working session to determine and prioritize channel enhancement initiatives and set achievable improvement targets.



Branch of the Future Development

What do we need our branches to do and look like to fulfill our strategic vision?

How do we transform our existing branch network, organizational structure, and support capabilities to achieve this vision?

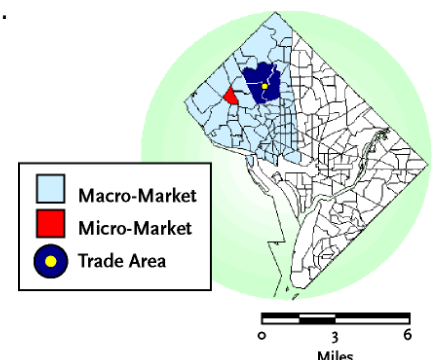
Branch of the Future Development is a streamlined workshop to help clarify branch channel objectives and requisite functionality and enable smooth and efficient transition into implementation.

BankRank™ Market Opportunity Analysis

Which markets represent the most growth potential?

Where should we look for acquisition opportunities?

CPG's BankRank™ Market Opportunity Analysis is a data-driven assessment and prioritization of footprint and/or candidate expansion markets to guide branch network expansion and create management team consensus.



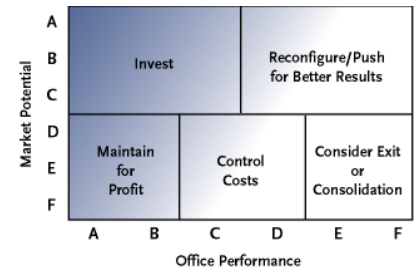
BankRank™ Market Opportunity Optimization

How are branches performing relative to local market opportunity?

How should we allocate resources across our network?

Which branches are candidates for reconfiguration, consolidation, divestiture, or investment?

The BankRank™ methodology overlays objective analysis of individual branch performance with trade area and macro market potential to help optimize the placement of people, marketing dollars, and facilities and generate higher levels of contribution across the network.



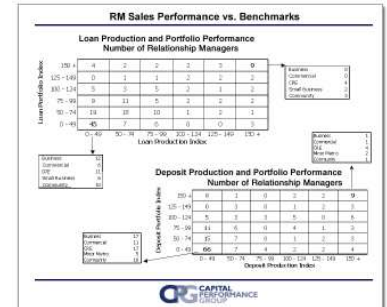
Sales Productivity Improvement

How do our bankers' production compare to that of our peers?

How do we lift overall sales staff productivity to hit budgeted targets?

Are our branch staff compensation plans appropriately structured and calibrated?

CPG's Sales Productivity Improvement services utilize a benchmark- and measurement-driven approach to evaluating current performance and creating implementable action plans that drive significant productivity gains.



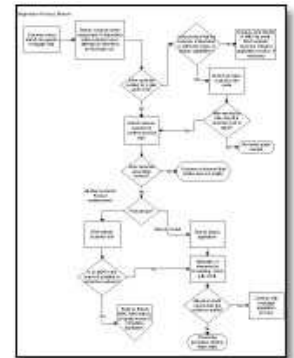
Branch Operational and Technology Improvement

How can we ensure a better and more consistent customer experience throughout our network?

How can we enable branch staff to focus more of their time on sales and deepening customer relationships?

How do we optimize fee collection while maintaining our customer service-based value proposition?

CPG's Branch Operational and Technology Improvement program evaluates branch and related back office technology and processes to identify opportunities for streamlining work flows, enhancing integration, increasing fee penetration (where applicable), ensuring better compliance, and improving alignment with strategic objectives.



In addition, CPG provides a broad range of implementation support services, including:

- Project Management Office (PMO) organization and coordination;
- Process flow reengineering, analysis, and work flow design;
- Internal and external communications planning and management;
- Vendor assessments, RFP facilitation, and implementation coordination;
- Facilitation of Executive Management and initiative working team meetings;
- Data mining and performance reporting; and
- Other analytical task and industry research support.

For more information on CPG's Branch Channel Enhancement Services, please call us at 202-337-7870 or email us at info@capitalperform.com.

Capital Performance Group is a management consulting firm based in Washington, DC. Our consultants have years of experience in working with financial services companies as strategists, marketers, and operational managers. We understand what drives performance in the financial services industry and how to help our clients meet their business and financial objectives.

