

U.S. Bank Revolutionizes Branch Marketing Operation

Challenge

U.S. Bank is one of the largest consumer banks in the nation and no two locations have exactly the same dimensions or building features. This requires their corporate marketing team to create unique marketing kits for each branch location to support the various campaigns that U.S. Bank launches.

Solution

Taylor's Profile Manager platform offered the accurate, branch-specific data solution that U.S. Bank needed.

- Taylor proposed that detailed site surveys be completed of all U.S. Bank branch locations and that the data be stored in our Profile Manager system — eliminating the use of spreadsheets by U.S. Bank's marketing team.
- A pilot program for U.S. Bank locations in Minnesota was implemented with Taylor gathering inputs through onsite walkthroughs with the client.
- Through the pilot program, the process was refined and assumptions validated as Taylor created an efficient digital tool for ongoing use by U.S. Bank.
- Taylor's Profile Manager solution has given U.S. Bank's marketing team an organized, sharable set of site intelligence that empowers marketing campaigns, banking operations and kitting and fulfillment nationwide.

Results

Taylor's Profile Manager solution has dramatically improved the efficiency and effectiveness of U.S. Bank's branch marketing operation.



SPEED TO MARKET

Kitting lead times have been reduced from two months to three weeks.



ENHANCED ACCURACY

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



PROCESS EFFICIENCY

Automated processes eliminate spreadsheets and prevent delays.