



## U.S. Bank Revolutionizes Branch Marketing Operation

### Results

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

### Challenge

U.S. 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, U.S. 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 U.S. Bank launches.

### Solution

U.S. 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.

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

Taylor's 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

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 spreadsheet manipulation and prevent delays.