

Audit of Bank's 2,800 Locations Streamlines Branch Fulfillment

Challenge

The marketing function of a leading national bank wanted to improve branch fulfillment of signage and other promotional materials. The bank's marketing team was frustrated by having no systematic way to place orders and track shipments, while branch managers struggled with missing items and smooth execution of new programs from headquarters.

The bank turned to Taylor for help expanding its print management platform to include branch merchandising so it could provide branches with more accurate and timely shipments.

Solution

Taylor had installed a unified technology platform as the bank's marketing hub several years before as the result of a PrintStack™ Assessment. The success of that hub led the bank to turn to Taylor once again for a precise analysis of branch merchandising needs. This uncovered the following "StackGaps":

- No way to track whether shipments to branches were received on time or with the correct contents
- No automated mechanism for branch managers to report delayed shipments or order replacements for missing items
- Lack of consolidated reporting on supplier delivery performance
- Poor compliance with merchandising standards (old tag lines displayed in branches, unapproved items in lobby areas, etc.)

Results

Adding branch profiling to its marketing hub helped the bank drive efficiencies in fulfillment and brand compliance.



SPEED TO MARKET

Robust systems and processes reduced fulfillment lead times from several weeks to just 1-2 days.



IMPROVED TARGETING

Signage and materials are tailored to each branch's physical attributes and customer demographics.



COST CONTROL

More accurate estimates of quantity needs by location saved money and avoided reorders of missing items.



Solution (cont'd)

Taylor tackled the problem with an audit of all signage, point-of-purchase displays and fixtures across the bank's 2,800 branches. PrintStack engineers collected 200 different "attributes" per location as well as 40,000 digital images to create a database the bank could use to prepare detailed kitting and fulfillment orders.

The marketing hub was expanded to include the footprint of each branch and detailed data on signage and collateral requirements. The Profiler application within the hub enables marketing "pushes" to be executed in a fraction of the time required previously. Best of all, instead of distributing "one-size-fits-all" marketing kits, the bank ships only the items a given branch can actually use.

The application also provides greater control over shipping. An email alerts the branch that a kit is on its way, along with a list of what the kit should contain. The branch tracks its receipt and whether everything on the list was actually shipped. If not, the system automatically reorders missing items and reports the gap to headquarters. As materials are put into use, the branch notifies district approvers who are responsible for ensuring that banks are merchandised appropriately. Bank headquarters can monitor timely branch execution against targets and factor that into performance evaluations.

Taylor also is working on the bank's strategic roadmap for branch-level digital signage, determining ways to provide content at the local level to meet branch needs for multiple languages and areas of focus (e.g., wealth management vs. lending).