

# Asian bank – improved commercial effectiveness by using Periscope Leads Generation to unlock revenue opportunities from customer data

Situation	What we did	Impact														
<ul style="list-style-type: none"><li>▪ <b>Large new Asia bank</b> \$1B in income in the business bank</li><li>▪ <b>In the midst of a massive RTS program</b>, set to deliver &lt;\$300M in bottom-line impact across the bank, through mostly revenue plays</li><li>▪ <b>Recognized the need data-driven sales</b> as a way to drive revenue and better address customer needs</li></ul>	<ul style="list-style-type: none"><li>▪ <b>Sized opportunity from the bank's 118,000 relationships</b>, most of which had lending relationships, and developed tactical actions for RMs to capture that opportunity</li><li>▪ <b>Customized the Periscope tool to highlight opportunities within RM portfolios</b>, created an intuitive tool to assess customer portfolios against benchmarks, using the client language and data fields</li><li>▪ <b>Tested proof of concept with a small group of RMs</b></li><li>▪ <b>Conducted a small-scale pilot within one Commercial team</b></li></ul>	<ul style="list-style-type: none"><li>▪ <b>Expected revenue uplift from pilot ~ 2M local currency</b></li><li>▪ <b>Capability uplift within the pilot team</b></li><li>▪ <b>Complete rollout expected to translate to ~\$100M revenue uplift</b></li></ul> <div><table><tr><th>Category</th><th>Value</th></tr><tr><td>Pricing</td><td>18</td></tr><tr><td>Cross sell</td><td>30</td></tr><tr><td>SOW</td><td>38</td></tr><tr><td>Risk levers</td><td>39</td></tr><tr><td>Discount</td><td>~25</td></tr><tr><td><b>Total</b></td><td><b>~100</b></td></tr></table></div>	Category	Value	Pricing	18	Cross sell	30	SOW	38	Risk levers	39	Discount	~25	<b>Total</b>	<b>~100</b>
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Last Modified 8/21/2018 12:22 PM Central European Standard Time

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