

# One of the Banks in Asia – we helped on a full scale and long term (three year) sales transformation project

## Situation

- Joint-stock commercial bank headquartered in Asia
- **One of the well know city banks serving SMEs”**
- However, revenue growth has been slowing and there’s a disconnection between the vision of the company and day to day execution

## What we did

- **Design 10 strategies enhancing Retail/SME productivity**, including design customer segmentation, reinforce product innovation, strengthen marketing management, realize cross-selling, develop sales management, design performance assessment mechanism, and etc
- **Implemented the 10 strategies through a 3 month pilot** program and then the entire country roll out, covering 18 branches and around 200 branches
- Specifically for marketing and sales area, we helped produce a Retail bank marketing playbook with different marketing campaigns for different segments

## Impact

- **Great impact for the first year**
  - **16%** growth in Retail net operating income
  - **131%** growth in fee income
  - **19%** growth in effective customers
  - **19%** growth in loan balance
- Even more significant impact for the second year
  - **30%** growth in Retail net operating income