

# CASE STUDY – 10EQS CrowdSolved Benchmarking

## Global Benchmarks for Cross-Selling in Retail Banking

### BACKGROUND

A large professional services firm was supporting a global bank in the implementation of an enterprise-wide cross-selling platform. The client had asked 10EQS about industry benchmarks for similar platforms, since the team was unable to find this information through internal channels (partners with their major Financial Services accounts).

### 10EQS APPROACH

Engaged senior executives from Canada, US, UK and Australia to understand comparable experiences with sales transformation. Experts included VP-, SVP-, COO- level executives in Marketing, Retail Sales and Service, Enterprise Architecture and Product Management.

### KEY STATS

**Project Type:** Benchmarking

**Delivery:** 1.5 weeks

**Team:** 1 Collaboration Manager, 1 Business Analyst, 13 Experts



### RESULTS

10EQS provided a synthesized report of expert perspectives, as well as interview notes. The client team saw value in the following:

- Strong executive profiles that were not accessible through conventional networks.
- A highly efficient 10EQS team that was able to interview 13 experts in a very short period.
- A well-structured deliverable that required minimal adjustment to share with the client.
- Cultural fit with the 10EQS team, based on a shared consulting background and commitment to delivering results no matter what it takes.