



PRODUCT SUPPORT

Building Bank Revenue from Open Account Sales (Trade)

Open account sales are often viewed as a detriment to the profitability of trade businesses. Using a base of information on risk management needs, we advised our client how to package and market a collection of their existing products in a way that would attract new and profitable business. The strategy proved quite successful for our client – a major US-based global bank.

Streamlining Credit Approvals for Small Business (Lending)

Our client had recognized problems in the turnaround time for vetting small business loan applications. Through an extensive interview process and following paper trails, we identified redundancies and unnecessary steps in their credit approval process. The study resulted in reducing turnaround time by one-third to one-half for small business loans.

Negotiating Bank Fees for RRSP bonds (Investment)

On behalf of the Canadian Bankers Association, we identified the appropriate distribution costs for bank sales of government debt. This was based on comparison with comparable sales in the brokerage community including a comparison of the services provided for the fees received. The results were used by the banks to negotiate their distribution fee from Canada Investment & Savings.

Wire Transfers – Growth for a Mature Product (Cash Management)

Based on identified service problems with wire transfers, we sought solutions to improve the product offering and accompanying service. Our efforts included a survey of news and research reports highlighting best practices, new software developments and other innovations. This was combined with some client research and mystery shopping to identify growth strategies. Our recommendations resulted in a doubling of profit within six months.

Ergonomic Guidelines for Electronic Banking Systems (Cash Management)

A mixture of observational study combined with face-to-face interviews provided guidance for re-design of existing cash management software. We interviewed decision-makers, supervisors and users about the software and watched them in action. This allowed us to identify gaps and inefficiencies in the software, as well as identifying existing functionality that clients were not aware of. Ultimately, we produced a set of guidelines to guide future software development, as well as the updates on the existing products.

Infrastructure for Selling Government Debt to Consumers (Investment)

The study began with research on retail market appetite for government debt including how to package and distribute government debt in different ways to broaden consumer holdings. From the research base, we also developed an infrastructure for distributing debt including the sale of RRSP bonds through banks.