

Market Analysis and Industry Benchmarking

Continuous alignment of distribution, workforce capacity, and performance goals requires regular market analysis and comparison with industry benchmarks. In order to plan branch openings or closings, evaluate acquisition decisions, and make workforce planning decisions, retail banks need a robust market analysis and up-to-date industry benchmarks.

Kiran's Market Analysis and Industry Benchmarking service provides the critical analysis and decision support for evaluating market opportunities and setting realistic sales and service goals. This service is typically coupled with our Distribution Optimization or Workforce Optimization consulting.

Applications:

- Strategic network planning
- Strategic workforce planning
- Integrated channel strategy

Deliverables:

- Analysis of micro-markets and trade areas
- Segmentation of channel usage
- Analysis of external factors (e.g. market opportunity, competitive situation)
- Analysis of internal factors (e.g. performance, position)



Key Benefits

- Alignment of network capacity/capability with market opportunity
- Alignment of workforce capacity/capability with market opportunity
- Alignment of sales and service goals with market opportunity

