

Branch Workforce Optimization Study

A branch workforce optimization study provides a detailed view of how your branch staff are spending their time serving your customers and provides greater insights into:

- customer arrivals and wait times
- branch workflow
- staff utilization
- sales, service and non-customer facing activities



Proprietary data collection tools on tablet devices are used for statistical analysis.

Observations are conducted discretely with minimal impact to the staff and no disturbance to the customers.



Why Do Banks Conduct These Studies?

1. To analyze what is really happening in your branch network at a granular level and validate your current systems, data and processes
2. To identify gaps and opportunities
3. To increase the fidelity of your capacity planning models
4. To prepare for Kiran Analytics' [Forecaster](#) software implementation

While our studies are primarily intended for workforce optimization (WFO) purposes, the results of the studies help other branch transformation initiatives progress, such as talent acquisition, learning and development, customer experience, product marketing, branch automation, branch design, and process improvement.

Proven Leaders in Branch WFO Studies

Kiran Analytics' branch WFO studies are specifically designed for retail banks. Kiran has over 15 years of proven experience in executing large studies for top banks in the US, UK, and Australia. Kiran utilizes advanced statistical techniques and analytics and has analyzed over 1 million data observations. Kiran's team—comprised of industrial engineers, operations research analysts, statisticians, and branch field study experts—customizes each study to the specific requirements of each bank.

Observations and Data Collection

A typical branch WFO study involves representatives from Kiran Analytics who conduct observations and data collection across your lobby (front of house), sales, and service activities—in branches selected to ensure statistical reliability of the findings.

Two types of observations are performed during the study:

1. Work sampling - the activity performed by each branch employee at fixed time intervals. This creates an accurate picture of how each branch staff member spends their workday.
2. Customer experience - the following are recorded for customers arriving throughout the day:
 - Arrival time into the branch
 - Service start and end times
 - Customer wait times
 - Role of staff member serving customer

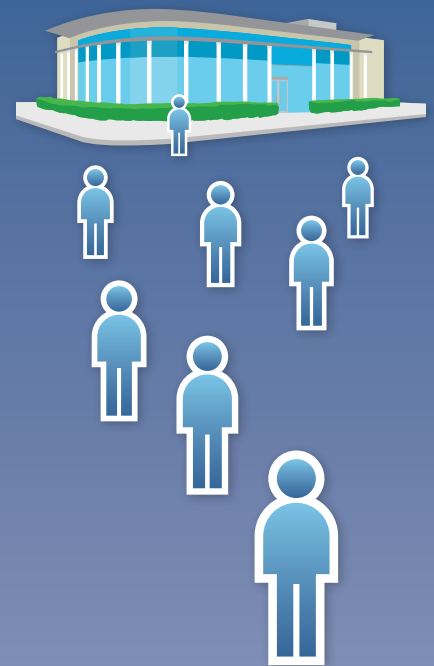
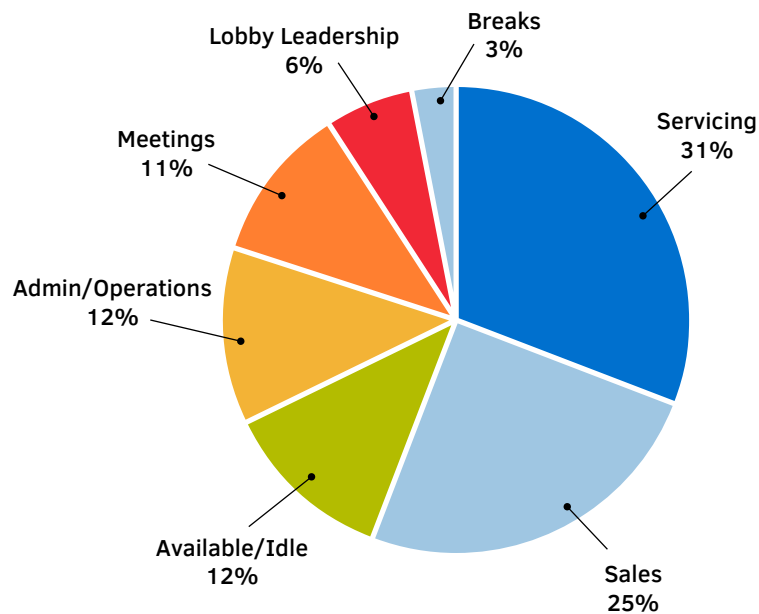
No customer specific data is collected. Calculations include average number of customers served per employee, average wait time, average session time, abandonment rate, and more.

Analysis and Reporting

The results of our analysis fall under one of three categories:

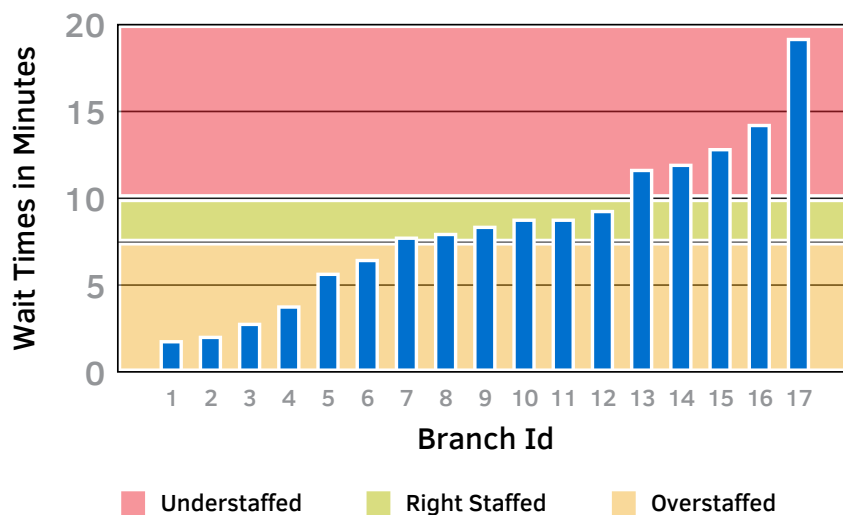
1. Staff utilization by position: These results are useful in understanding how various roles in the branch operate during a typical day and can help with initiatives such as universal banker implementation.

Typical Personal Banker Activities



2. Customer arrival patterns: These results are used to understand changing arrival patterns due to alternative channels, quantify activities per session, and generate time standards.
3. Wait time results: These results provide information about the on-the-ground wait time experience of customers in the branches. This proves beneficial in understanding the variability in wait times between the branches, within each branch, by day of the week, and during specific times of the day.

Wait Time Analysis



We can also incorporate custom observation requirements to validate your bank’s specific initiatives.

How Long Do Studies Usually Take?

Starting with a WFO audit which takes 1-2 weeks, observations and data collection may take anywhere from 3-6 weeks depending on the number of branches selected for the field study. The analysis and reporting following the completion of observations will need an additional 3-4 weeks to perform.

How Many Branches Are Needed?

The number of branches to be observed depends on the purpose of the study. Other important factors include the number of regions, markets, branch types and sizes, and branch staff roles to be observed. Finally, the level of reporting and statistical confidence required by the bank is considered.



The results of branch WFO studies can be used to achieve target customer service levels, reduce operational costs, and increase sales effectiveness.



Why Kiran Analytics?



Kiran Analytics drives intelligent branch transformation for retail banks through the application of predictive analytics.

Kiran's solutions have been deployed in over 20,000 branches helping forecast branch staff levels accurately, hire better people faster, and plan and schedule resources efficiently. As a result, retail banks increase sales and customer service while reducing operational costs. Our customers have annually saved tens of millions of dollars by transforming their recruiting, resource capacity planning, and branch staff optimization processes.

- Experts in Branch Network and Workforce Optimization
- Thought Leaders in Predictive Analytics Technologies for Retail Banks
- Simplified Solution Delivery and Outstanding Customer Care



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