

Customer Success Story

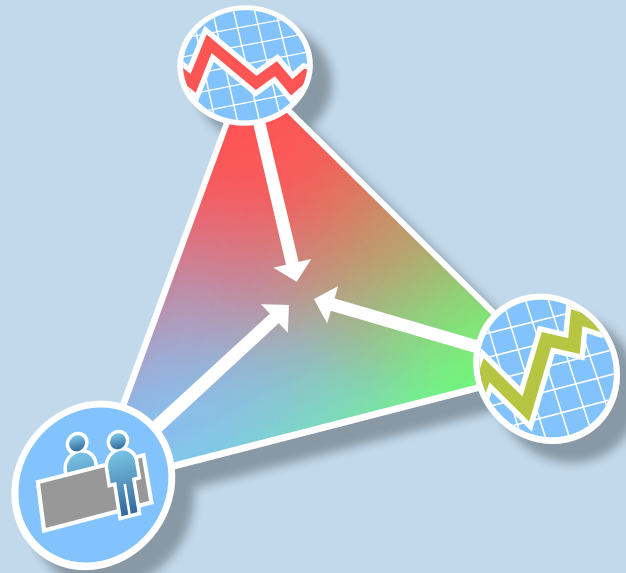
Kiran Analytics was approached by one of the largest retail banks in the US, with over \$200 billion in deposits and more than 2,000 branches. Their focus was on achieving a balance between labor reduction and meeting aggressive customer service level goals.

Due to channel migration, teller transactions were falling significantly. Yet, the bank was using teller ratios to forecast platform transaction volume. As a result, some branches were overstaffed while others did not have enough bankers.

Overstaffing had a high cost for the bank, while understaffed periods resulted in missed sales targets and poor customer service levels.

The problem was that there was no viable platform forecasting capability. The branch resource planning team knew a one-size-fits-all approach to making staff reductions or increases was not an option.

There were no out-of-the-box solutions to address these platform staffing requirements. The bank searched for a solution provider who could understand their specific requirements and help them optimize their platform workforce. Kiran Analytics was selected.



The platform workforce optimization solution needed to:

- Be driven by platform needs, not derived from teller activity
- Incorporate product level goals
- Take into account introduction of universal bankers
- Reflect changes to the branch network
- Model new product introductions



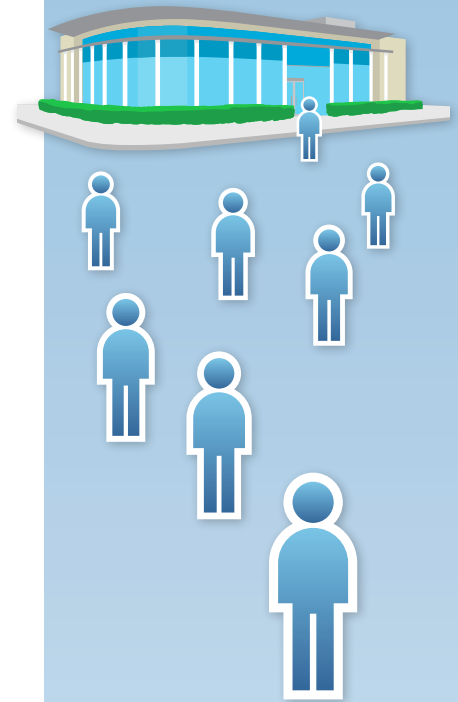
Key Challenges

- Lack of platform transaction data
- Seasonality and trending not being taken into account
- Inappropriate granularity level of data
- Uncertainty of transaction volumes in the face of channel migration and new product introductions
- Inaccurate approach to modeling highly variable platform transaction times
- No model in place to generate resource forecasts
- Changing workforce composition
- Changing branch network

All of these challenges were causing frustration for managers, bankers and worst of all, for customers who experienced poor service levels.

The Solution

Kiran Analytics first identified the data sources such as transaction feeds from banking systems and electronic journals. Next, sales goals were incorporated. Utilizing these data sources (to name a few) and its patent-pending forecasting methodologies embedded in [Forecaster](#), Kiran Analytics was able to create a new transaction forecasting model. The output of [Forecaster](#) included both transaction and FTE forecasts. The outcome was a strategic platform resource forecast for long term planning and a tactical forecast for labor scheduling.



cloudcords™ FORECASTER

The Kiran Analytics Solution:

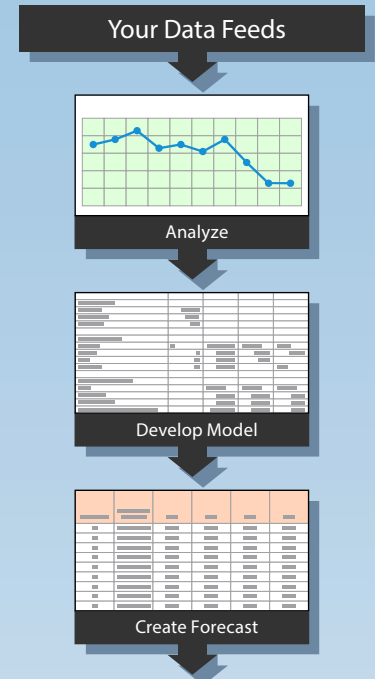
- Conducted on-site observations at sample stores in different regions
- Developed activity time standards and component work content for platform
- Developed platform model with Forecaster
- Configured the transactions forecaster
- Configured resource forecaster
- Overlaid the strategic forecasts to reflect the trends in the tactical forecasts
- Generated half-hourly platform FTE requirements for every branch in the network

CloudCords Forecaster solution utilized modeling the bank's data at branch, district and regional levels. This method outperforms alternatives in forecasting accuracy since the volume of transactions is low in platform positions and it is imperative to collect a higher volume of data for accurate forecasting.

Another important feature of Forecaster was the ability to model variability associated with real world situations. For example, the solution accounted for differences in the day of the month, or day of the week to properly model consumer behavior changes during certain times of the year. This approach resulted in a higher fidelity model and generated more accurate forecasts.

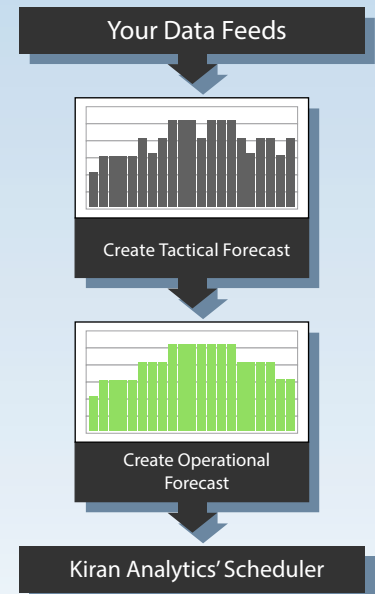
Strategic Planning

Long Term Forecast
(12-16 Month Forecast Horizon)



Tactical Forecasting

Half-Hourly Branch Forecast



 KIRANanalytics



Results

One of the largest US retail banks was struggling to balance their customer service levels, achieve revenue targets, and manage platform staffing costs. They did not have an accurate platform forecasting capability, so they were simultaneously overstaffing some branches while understaffing others.

Kiran Analytics used its 20 years of retail banking expertise and [Forecaster](#) to develop an optimized workforce planning and forecasting solution.

The solution enabled the bank to:

1. Use platform data they did not have five years ago
2. Incorporate product level goals
3. Reflect introduction of universal bankers
4. Address changes to the branch network
5. Model new product introductions

The solution provided significant financial benefits, brought credibility to platform staffing targets, helped branches achieve revenue targets and provided customers with consistent levels of customer service across the branch network. Branch managers responded well to the FTE allocations and embraced the forecast fidelity because the strategic plans and tactical forecasts were aligned.

Staffing Costs Reduced
per Branch

\$15,000



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