

Branch Field Study

How do you observe and analyze your customers' branch interactions?
Do you know how your staff utilization compares with industry benchmarks?

Kiran Analytics can help you.

Key Benefits



Analyze what is really happening in your branch network



Understand the value of each staff member in every customer interaction



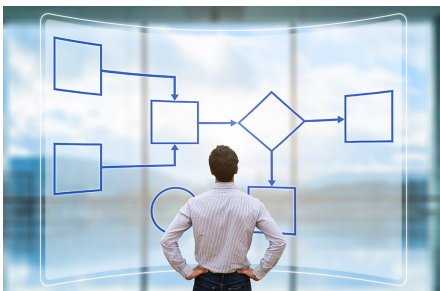
Increase the fidelity of your forecasting and scheduling models



Customer and Workforce Analytics for Optimizing Branch Staffing

Kiran's Branch Field 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 workflows, staff utilization, sales, service and non-customer facing activities.

The data, analyses, and findings from your branch field study are used in developing and validating your resource optimization and position mix models with the most up-to-date information about what's really going on in your branch network.



Branch Observations and Analysis for Validating Transformation Initiatives

All banking executives know things are changing in their branches. What they really want to know is how things are changing on the ground over time, and if their transformation initiatives are working. Take branch automation, universal banker, or channel migration. Tracking progress with such transformation initiatives and making adjustments along the way requires data and statistical analytics.

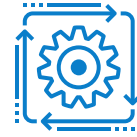
Insights derived from Kiran's Branch Field Studies help ensure that your banking transformation initiatives are delivering the target customer service levels, growth, and operational efficiency.

Customized Advisory Services that Drive Retail Bank Transformation



Branch Operations Field Study

Provides a detailed view of customer arrivals and wait times, branch workflow, staff utilization, sales, service and non-customer facing activities.



Back-office Process Improvement

Identifies inefficiencies and provides solutions, leading to improved customer service, workforce productivity and cost savings.



Contact Center Process Improvement

Ensures that banks achieve the optimal balance of operational efficiency and customer experience using analysis and insights.



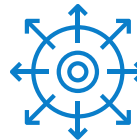
Position Planning

Determines the specific roles to best address customer demand, achieve sales goals, and leverage opportunity for growth.



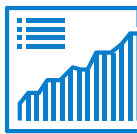
Sales & Service Productivity Assessment

Provides an assessment of branch performance, sales productivity, current processes and systems.



Distribution Optimization

Analyzes the branch and ATM network, services and operating hours, sales targets and customer service levels.



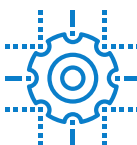
Market Analysis & Industry Benchmarking

Evaluates market opportunities and sets realistic sales and service goals. It is typically coupled with our Distribution Optimization or Workforce Optimization services.



Open Hours Optimization

Determines branch operating hours that are aligned with the market opportunities using analytics-based branch clustering methodology.



Technology Utilization

Provides valuable insights to balance branch efficiency and optimal staffing levels to deliver outstanding customer experience.



Wait Time Analysis

Utilizes a customizable analytics based methodology to address the number one factor impacting customer satisfaction—wait time.