



Open Hours Optimization

Where and how do you extend open hours to maximize market opportunity?
Where and how do you reduce them without impacting customer convenience?

Kiran Analytics can help you.

Key Benefits



Enables consideration of all the relevant factors impacting branch activities and FTE levels



Provides a consistent decision framework to adjust open hours and staffing for each branch in the network



Optimizes branch open hours to align sales and service capacity with market opportunity



The Impact of Open Hours on Customers and Revenue

Traditional approaches to setting or adjusting open hours are simplistic, subjective, and static. They typically use factors such as teller transactions and branch formats. They lack rigorous analysis of impacts such as customer demographics, proximity of your own nearby branches and ATMs as well as competitor's branches.

If the branch hours are not optimized, loyal consumers and small business customers may be inconvenienced. Sales opportunities may be lost. The impact of closures and consolidations may be amplified. Alternatively, the bank may incur unnecessary operating expenses if branches are open during non-productive hours.



Optimize Service, Opportunity, and Cost

Kiran's advanced analytics solution utilizes a comprehensive and customizable branch clustering methodology to determine branch open hours that are aligned with the market opportunities to optimize customer service, revenue, and operating expense.

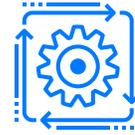
As a result, your bank can extend open hours to maximize growth opportunity or reduce open hours to minimize costs where and when it is optimal.

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.



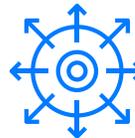
Position Planning

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.