



Position Planning

Are you maximizing market opportunity in growth markets and minimizing cost in efficiency markets?
Are you optimizing position mix and capacity in each and every branch?

Kiran Analytics can help you.

Key Benefits



Provides continuous alignment of sales and service capacity with market opportunity



Optimizes the position mix by simultaneously analyzing service level, sales, and cost impacts



Utilizes accurate forecasts of work content for every branch in the network



Why Optimize Position Mix?

In an average market, optimal staff may be three teller FTEs and four platform FTEs. In a static market where you're looking for the most cost effective approach, you may have three universal banker FTEs, three teller FTEs, and one platform FTE.

In a growing market, you may want half of the eight FTEs to be platform staff, with one specialized in investments or mortgages. You'll reduce labor costs and enhance revenue by investing in some markets and focusing on cost control in others.



Optimize Position Mix for Growth and Efficiency

Kiran Analytics can help you optimize your position mix for increasing revenue in growth markets and reducing expenses in efficiency markets.

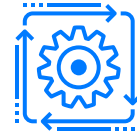
Our innovative methodology enables you to address one of the top branch transformation priorities – alignment of service and sales capacity with market opportunity. Our advisory service helps your bank determine the specific roles that are needed in each branch to best address customer demand and leverage opportunity for growth while controlling labor costs.

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.



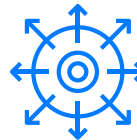
Position Planning

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



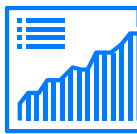
Sales & Service Productivity Assessment

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.



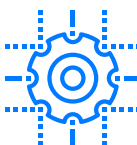
Market Analysis & Industry Benchmarking

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.