

THE CLIENT
Financial Services

\$50M

in Customer Loyalty
Gained

Gap International

THE CHALLENGES

Financial Services



Flat Growth for 5 Years

Revenue wasn't moving despite continued profitability.

Industry Threat

The rise of digital banking threatened traditional banks.

Perception Problem

Retail banking was seen as a short-term source and not a long-term strategy.

THE BREAKTHROUGH GOAL

Financial Services



Drive sustainable revenue
and profit growth

Strengthen long-term customer
loyalty and shareholder value

Create organization-wide focus
to enhance performance and
employee engagement

THE RESULTS Financial Services



\$50M

in customer retention gained
through faster process integration

32%, 34%, and 38%

increase in sales effectiveness per
employee year-over-year

10%, 12%, and 16%

net income growth year-over-year