

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.

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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

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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

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