

Financial Services Company Increases Net Revenue By \$25 Million With Mythos Group

EXECUTIVE SUMMARY

- Our client is a multinational universal bank and financial services holding company.
- They possess leading platforms and businesses in Europe, a deep footprint in the Americas, and a solid fast-growing setup in the Asia-Pacific region.

THE OPPORTUNITY

- The client developed a multichannel model and digital assets to address retail market trends and customer expectations and deployed them successfully in their domestic market. It included five workstreams broken down into 16 projects.
- They wanted to assist a subsidiary of theirs in developing a multichannel CRM (MCCRM) environment leveraging their expertise and experience.

AT A GLANCE



INDUSTRY
Financial Services



ORG SIZE
184,000



US/INTERNATIONAL
Headquarters in
France/International



REVENUE
\$50.4B



OUR ASSESSMENT

Mythos Group stepped in as the liaison between the parent company and their subsidiary to help execute the strategic initiative.

- The multichannel environment needed to be successfully built while being cost-effective.
- The set strategic objectives needed to be delivered efficiently.
- Revenue generation needed to be accelerated and enhanced while simultaneously reducing the cost of such development.
- Delivery platforms needed repositioning to emphasize multi-channel distribution to the customer base.
- Risk profile needed improving in the areas of enhanced risk management, rapid forecasting, and compliance initiatives.

WHAT WE DID

Mythos Group established an MCCRIM task force leveraging the parent company's experience and providing subject matter expertise.

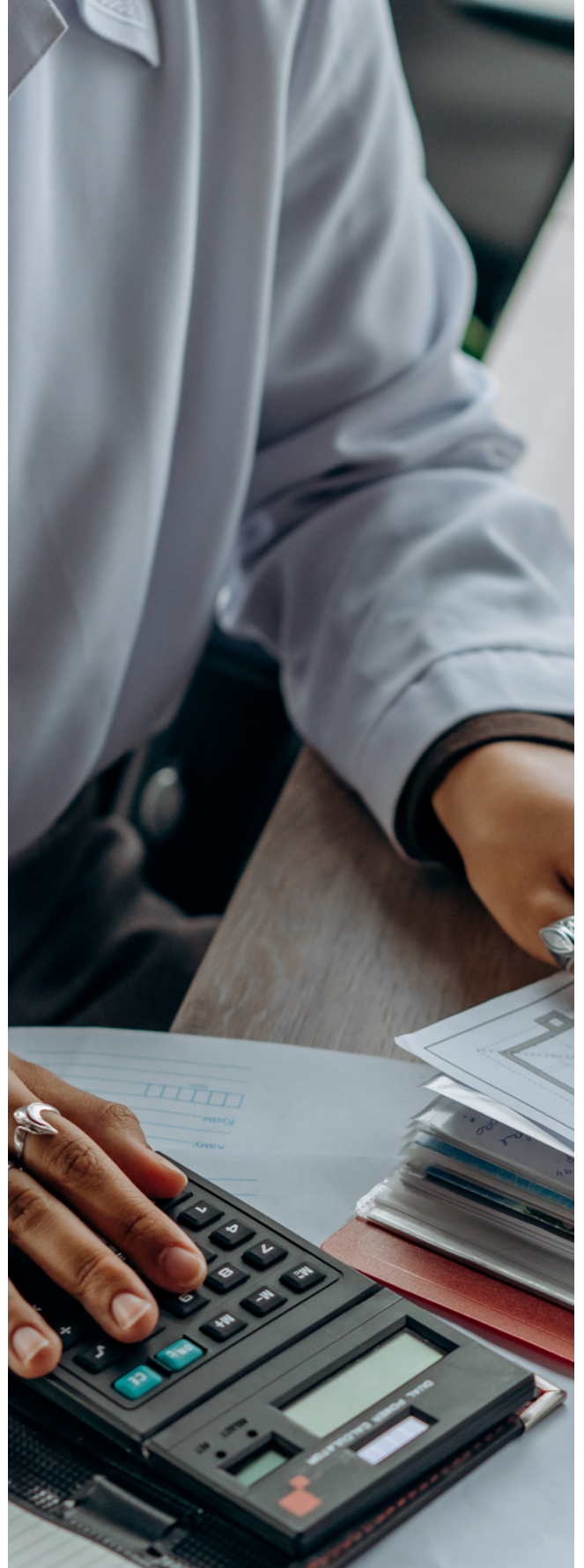
- Developed executive presentations and facilitated executive steering committee meetings to review progress, discuss key challenges, and get alignment on the proposed solutions.
- A change management office was established to assess organizational readiness, manage the change impacts, develop and execute a communication strategy, and facilitate organization redesign.
- They facilitated several workshops with the leadership team, senior executives, and impacted stakeholders to develop an organizational strategy that supported the business drivers.
- A customer contact strategy was developed to redefine the way contacts between the customers and the subsidiary should be organized to maximize value for the parent company and the subsidiary by leveraging digital channels.
- CRM capabilities to increase the efficiency of leads processing and the number of campaigns were developed.

MAKING A DIFFERENCE

Throughout the engagement, Mythos partnered with the client in the implementation of new organizational structures, improvement of organizational capabilities, and the promotion of cultural assimilation to create great organizational and team effectiveness.

KEY RESULTS

- Creation of a multichannel environment
- Projected annual net revenue increase of \$25 million
- Enhanced customer experience via mobile banking



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Is your organization equipped to increase net revenue?

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