

Building a brand-led bank in Asia Pacific

Business Situation:

Our client, despite significant investment in building a highly competitive product portfolio, was making little headway in several important areas of their business. Particular issues included a stagnant home loan business, poor customer retention and declining staff motivation. Conventional business fixes applied to individual problems were not working and an internal review concluded that a fundamental rethink of the bank's overall brand strategy was required to create a motivating proposition for customers and staff alike. Further, it was decided that the strategy should be based upon a single-minded focus on delivering against customer needs.

Research Story:

The TNS team partnered with the bank to develop a research program with the ambition of:

- Understanding and segmenting customer needs
- Identifying those customer needs where the competition was weak and the client had potential to develop competitive advantage
- Consulting with the bank's leadership team on how to implement the chosen brand strategy, with activities including external and internal communication, sponsorship and community partnerships, product development and staff training

Responding to the client's requirement for a fundamental change to their brand strategy, TNS utilised the NeedScope approach, providing an entirely new way of building the bank's brand against customer needs

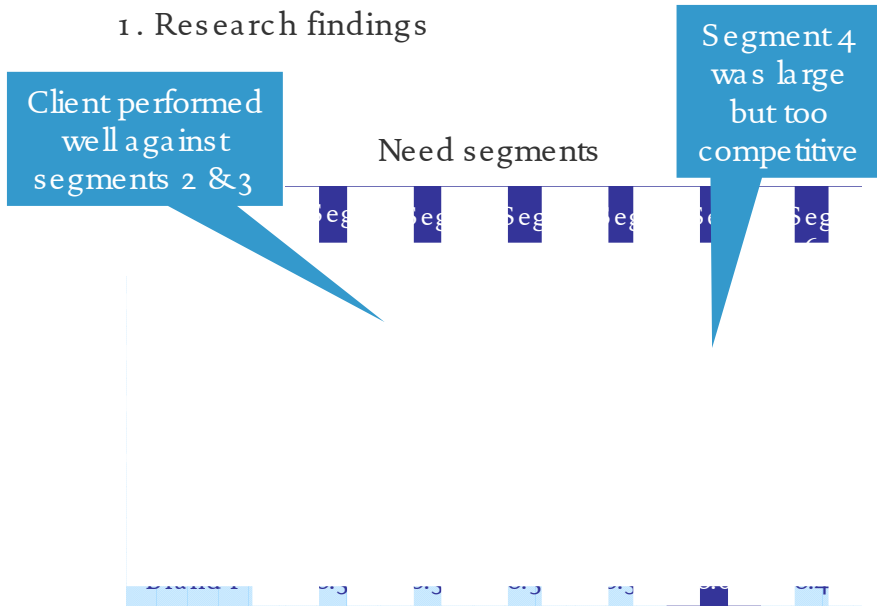
Business Results:

The new brand strategy, together with strong leadership from the bank's top management to drive implementation, brought impressive results:

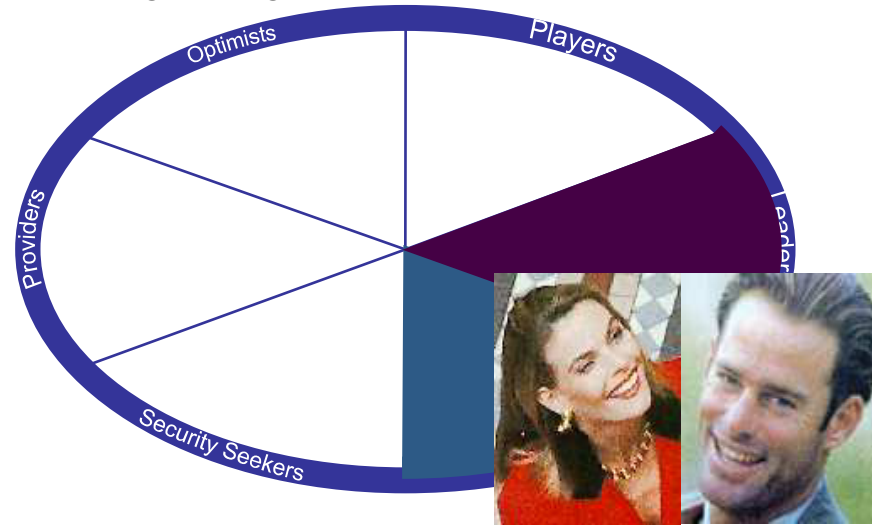
- Significant increase in brand preference
- Growth in home loan market share
- Growth in customer satisfaction
- Enhanced staff motivation

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1. Research findings



2. Decision – build brand against ‘Leaders’ and ‘Managers’ segments



3. Business results

