

\$20m Private Bank Transformation

Stabilising and transforming a private bank through strategy, operating-model redesign and implementation

The Challenge

A Southeast Asian private bank faced increasing bad debts, an uncompetitive product set, fragmented operations, declining market share and poor customer experience.



AT A GLANCE

\$20m

Transformation programme

Southeast Asia

Private banking

18 months

Implementation programme

Our Approach

- **Market & Operational Analysis**
Assessed the banking market, branch network, credit management and service operations.
- **Quick Wins**
Identified immediate financial and operating improvements.
- **Transformation Blueprint**
Designed a modernised customer-led banking model.
- **Implementation**
Planned and led an 18-month transformation involving consultant and client teams.

Outcome

Delivered \$5m p.a. in quick-win benefits within three months, operating efficiencies above 45%, lower bad debts and improvements in retention, cross-selling and SME penetration.

Experience Across the Journey

