

Quickly Adapt Branch Staffing to Market Changes

The last two years have seen a lot of changes in branch banking. Covid-19 and changes in customer expectations and behaviors have left retail banking executives struggling to ensure their branches are optimally staffed. What is the right mix of branch roles, services, and availability to help you capitalize on market opportunity and face-to-face customer interactions while maintaining efficiency targets?

In today's environment, you may be grappling with the following challenges:

The shift to digital channels. Branch closures in the early days of Covid-19 forced many consumers to use digital channels. Banks quickly shifted branch staff to support the voice and digital channels, but consumers are returning to the branch. Have you been able to adapt your staffing models accordingly? Can you still leverage excess branch capacity to support other channels?

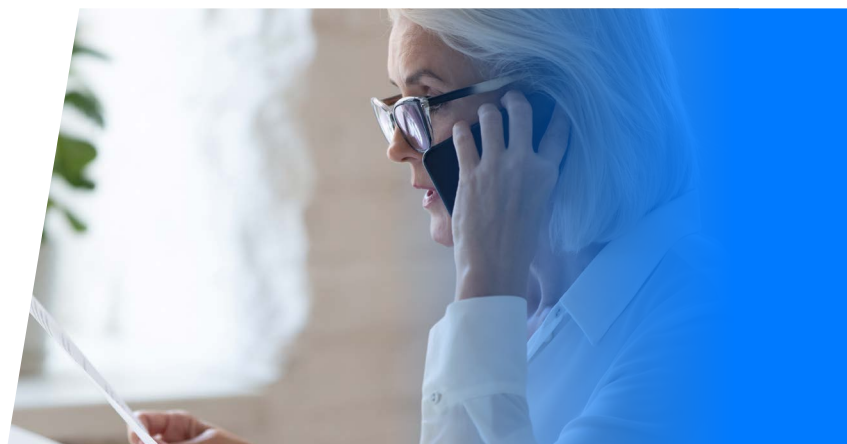
Growing customer service expectations. Consumers expect to be served promptly and consistently, no matter how they engage with an organization. Are the right employees deployed to the right branches to serve the needs of that community?

Desire for financial advice. Many consumers are turning to their local branch for financial advice and guidance. Are your branches staffed with the right resources, with the right skills and knowledge, to capitalize on the market opportunity to meet your sales and revenue goals?

Absence coverage. Covering for absences in branches is always a challenge. Do you know what approach, in which branches, will best help you ensure coverage — better float pool management, multi-site resource sharing, or a hub-and-spoke operating model?

At Verint®, our branch workforce experts can help you determine your optimal branch staffing by conducting by conducting a Verint® Strategic Staffing AnalysisSM.

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Executive Perspective

Create a Branch-Specific Staffing Model

A Strategic Staffing Analysis is a consulting engagement in which Verint builds a staffing model based upon your organization's unique branch operating environment and using each branch's specific data. Our team will build the model and produce recommended staffing levels by work group (e.g., teller, sales, universal, etc.) for each branch in the network using [Verint Workforce Management Branch Forecaster™](#). The staffing recommendations are realistic and actionable because they are generated by our industry-leading forecasting and capacity-planning software.

We compare actual FTE to budgeted FTE to recommended FTE. We document all activities, time standards, and assumptions needed to build the strategic staffing model.

Identify Opportunities for FTE Reallocation or Sharing

Our branch staffing experts share their key findings from the analysis, including:

- Comparison of teller and sales activities, as well as resource allocation as compared to peers and industry benchmarks.
- Savings and reallocation opportunities by geography and work group based upon current and/or budget FTE levels.
- Model recommended FTEs by major activity group.

With these data-driven insights, you can better assess the staffing needs of each branch to meet your efficiency, customer service, and revenue growth goals.

Be Prepared for the Next Market Change

In a few short months, and for a fraction of the cost of large consulting firms, we can deliver a forward-looking, strategic staffing model with recommendations to more effectively address changing branch roles and operating models. If you don't already have an automated workforce management solution to forecast, plan, and schedule branch resources, the staffing model design can be leveraged when you are ready to use an automated solution, resulting in a reduced software implementation services fee.

A Verint Strategic Staffing Analysis will position you to make data-driven decisions faster, so you can be more responsive and agile in how you deploy your branch resources to align with your branch strategy and market changes.

[Verint Workforce Management for Branch™](#) helps financial institutions meet their business objectives to improve efficiencies, enhance customer experience, and drive sales and revenue growth. Our purpose-built solutions model all branch activities so leaders can staff and schedule resources to achieve sales goals, reallocate staff based on customer demand, and leverage market opportunity.

To drive a consistent and differentiated customer experience, leaders can also set branch-specific service targets that align and evolve with each branch's strategy. Twelve of the top 15 banks in the US and Canada trust [Verint Workforce Management for Branch](#) to staff and schedule more than 40,000 branches worldwide.



Learn more at
www.verint.com/branch

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