RPM BranchInfo™: It's About Branches

It was in the 19th Century. And it still is today.

Not too long ago, nearly every institution in retail banking was emphasizing getting customers to use cheaper, alternative delivery methods. ATMs, Audio Response, online banking and finally mobile banking were all the rage, "clicks over bricks". Then, some enterprising bankers began to focus on **lifetime customer value**. They realized that some of their best customers relied on the very branches that the bank was actually encouraging them not to visit – in some cases, even branches the bank had decided to close. Something else happened - the more that customers used electronics, the more important each branch visit became. Bankers recognized that these visits present great opportunities to build and extend relationship, and set banks apart from other financial services providers lacking the physical presence of banks.

Now, we've come full circle once again, and branches and branch networks are in the spotlight – in fact, never more so, in an era of branch redesign and reconfiguration and right-sizing, of closures and consolidations and integrated delivery systems - where making the right choices is vital.

BranchInfo™ is a historical database of every bank location in the United States, containing branch level information matched by institution and site across more than a ten-year timeframe. This allows analysts to focus on current office locations and branch deposit markets with the ability to trace the development and ownership of branches over time. Locations have been carefully address-matched and geocoded, and bank and branch names have been standardized for easier and more consistent mapping, labeling and querying.

Financial institutions use **BranchInfo™** for:

- Branch Site Location & Network Analysis/Planning
- ATM Location Planning
- Merger & Acquisition Analysis
- Market Share & Performance Trend Analysis
- Trade Area Development & Profiling
- Competitive Analysis
- Identifying Real Estate Opportunities
- Determining/Modifying Facility Type & Design

For more information about **BranchInfo™**, call us today.

BranchInfo™ from RPM Consulting
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