Proving Data Strategies

RESEARCHING BRANCH TRAFFIC

ASTERISK INTELLIGENCE
PROVE IT

Who visits a branch?

Two groups of people:

1) Members
2) Non-members (shared branching)

How to measure traffic?

Focus on financial transaction processing and the members served by it:

1) Members served at teller line
2) Non-members served at teller line
3) Transactions processed
4) Employees doing the work

From this data we can know things like:

- ✓ Operational bottlenecks or weaknesses at the teller line
- ✓ Branches overstaffed (or understaffed)
- ✓ Visitor habits and cycles throughout a week or month
- ✓ Shift dynamics – Hour by Hour
- ✓ Relevance of branch services (financial) in an increasingly digital-first society
- ✓ The typical branch visitor's product and service engagement levels
- ✓ The typical transaction patterns of those who visit the branch
- ✓ Identification of exact memberships who are visiting

Toolset

- ✓ 844 – Teller Activity by Day of Month
- ✓ 845 – Teller Activity by Day of Week
- ✓ 846 – Teller Activity by Time of Day
- ✓ 847 - Teller Activity by Transaction Type
- ✓ 977 – Where Your Members Branch
- ✓ 865 –Transaction Activity by Branch
- ✓ 867 – Transaction Count by Delivery Channel
- ✓ 200 – Channel Activity by Member Age Group