

Tier 1 Bank in Canada

Background and Challenge

The fundamental point of location-based decisions is to minimize deployment costs and maximize efficiencies. To achieve this, defining the optimum location is made possible by using location analytics. Basically, location analytics process many factors, such as customer segmentation, proximity to marketplaces, natural conditions, accessibility, and development potential, using algorithms and operational research techniques, and they generate final feasibility maps which include

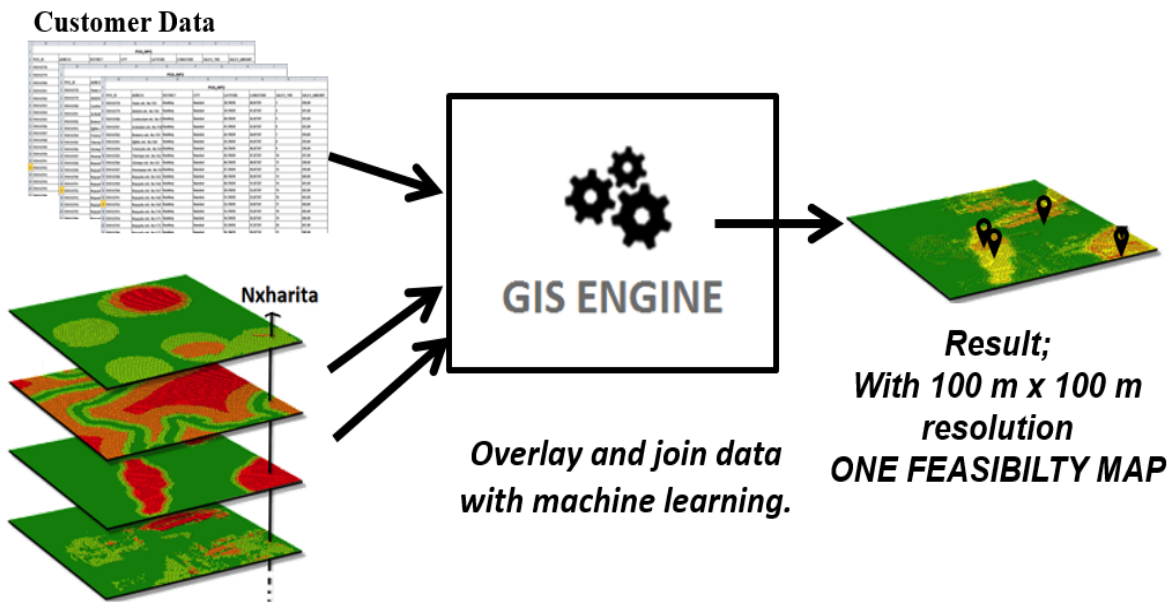
numerical values. Algorithms check hundreds of various maps and their combinations to detect the most feasible locations as per your performance criteria.

Solution

The bank engaged PlusOneMinusOne Location+ product to help optimize its ATM locations with most transactions.

Methodology

Which Data, Which Purpose, Which Ratio?



Results



 **More Transactions**

ATM relocations as per the model output showed that the proposed locations have higher transaction volume in comparison with the old ATM points. **35% increase** in transactions is equal to a yearly P&L revenue improvement of **\$840,000.00**

 **Less Time in Planning**

There is now more time and resources for cost benefit problems, labor force motivation has been improved and directed towards high value-added work, instead of the effort and time spent on fieldwork and reporting processes. A full-time equivalent cost savings per year become **\$30,000.00**