

### Raddon Consulting Overview

#### Partner With Raddon to Drive Loyalty, Revenue and Profitable Growth



Changing consumer demands and increased competition make sustained revenue growth more critical than ever for your financial institution. Our senior-level financial services strategic consultants can help ensure a solid differentiated strategic foundation to create segment-specific growth strategies, align your products and services with customer needs, develop marketing communication plans in the evolving digital landscape and improve sales and service productivity.

Our unique industry expertise, powered by Raddon's renowned proprietary research, analytics and benchmarking diagnostics, allows us to tailor market-driven strategies for sustainable performance improvements and measurable results. By partnering with Raddon, you can accelerate your success and ensure that strategy, marketing and training are integrated and aligned to deliver maximum benefits.

Raddon's strategic consultants have significant financial institution experience in all of these key areas, ensuring that your financial institution receives expert counsel and guidance.

#### Strategy Services

Raddon offers Strategic Planning, Speaking Engagements, Board Transformation, and Brand Strategy. These Strategy Services engagements are designed to educate, inform, transform and invigorate your

management and board so they can think and operate at the highest strategic levels. Our goal is to facilitate the discussions that enable your organization to "connect the dots" and think more strategically. Each solution is tailored to the unique challenges you face, to help you compete effectively as business conditions change and opportunities arise.

To ensure that you have the specific strategies and tactics to deliver appropriately priced products, services and experiences to each customer segment through the right access channels, we offer engagements that include Retail Banking Strategy, Business Banking Strategy, Branch & Market Expansion Analysis and Digital Experience Strategy.

Our proprietary performance analytics tools enable us to identify your organization's strengths, weaknesses and growth potential – resulting in customized recommendations and tactics for each area of strategic focus.

#### Marketing Services

The digital transformation of banking is changing the way you interact with customers. Your marketing strategies must be adapted for the new marketing channels, and for different consumer and business segments. The new business imperative is to connect with consumers and businesses where they are and in the moment. This helps you attract new customers and reach your existing ones with targeted impactful messaging.

Raddon can serve as an extension to your marketing resources with our Marketing Campaign Options services. We offer an array of digital marketing and direct mail solutions.



Raddon has been providing financial institutions with research-based solutions since 1983. Because we work exclusively with financial institutions, we understand the industry and can apply our practical know-how to the unique challenges and opportunities financial institutions face. We combine best practices in research and analysis with consulting and technology solutions to help institutions achieve sustainable growth and improve financial performance.

Completely customized for your institution, options include sophisticated targeting, creative, tracking and analysis and execution – including print, digital and outbound calling.

We also offer Marketing Plan Development to help you define, plan or refine your marketing, advertising, social media and communication approach.

### **Sales & Service Transformation**

The interactions that consumers have with your employees are becoming vitally important to preserving, strengthening and growing relationships. Ensure that your sales and service activities are consistently aligned with business objectives. We offer specialized training for senior management, field management, branch management and contact center associates.

In addition, we offer a training series for individual branch improvement that analyzes benchmarking data, creates action plans and drives performance improvement of branch team members and results.

### **Connect With Us**

For more information about Advisory Consulting from Raddon, please contact us at 800-827-3500 or visit [www.raddon.com](http://www.raddon.com).



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