



Case Study: Venturing into retail banking

» Situation

A niche financial institution, focusing on institutional client services, was interested in increasing the breadth of its service offerings by expanding into retail banking.

» Objective

The firm approached Accelteon to help them assess the attractiveness and size of the retail market, and to develop a strategy to capitalize on the opportunity.

» Methodology

We conducted in depth research to thoroughly analyze this complex segment. We interviewed brokers, banking regulators and other key stakeholders to develop a deep understanding of the market drivers. Synthesizing our findings we developed learning tools to help our client gain insights into the new business opportunity.

» Results

Our assessment of the external and internal factors indicated that our client was well positioned to capitalize on a significant untapped opportunity in this space. We strongly recommended that our client proceed and establish themselves as an innovative and strong market leader. Accelteon delivered an objective assessment of the opportunity with an actionable strategy to establish a stronghold in the segment. Our client has since proceeded with the next phase of their business planning process.