

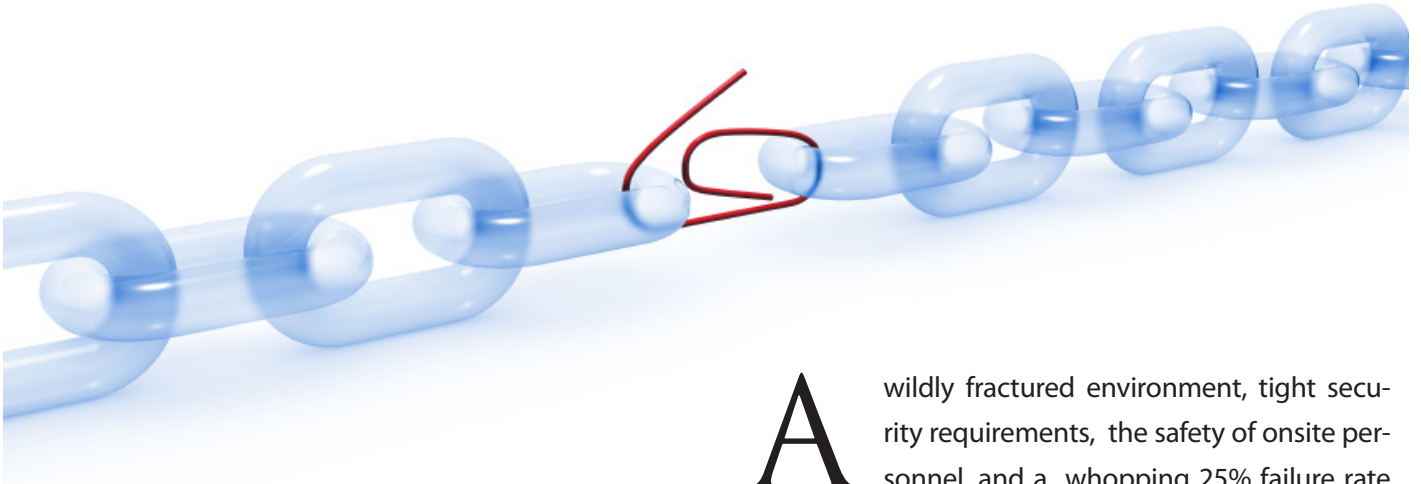


Banking on a Solution



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Banking on a Solution



“The Client wasn’t settling for merely a ‘solution’ but was truly searching for success.”

What didn’t work

- 1.) Relying on assorted LTL carriers to drop the freight off at each location.
- 2.) Charging bank tellers and loan officers with unpackaging, assembling and placing the freight.
- 3.) Accepting uncertainty in the supply chain.
4. No single point of contact for questions and problem resolution.

A wildly fractured environment, tight security requirements, the safety of onsite personnel, and a whopping 25% failure rate caused the Client to send out the scouts in search of success. The Client is a widely known and respected marketing agency that focuses on the financial services industry as a key part of its considerable portfolio. In this case, the Client was in danger of losing its long relationship with a large, regional financial services company recognized throughout the Southern United States. The bank serves hundreds of far flung communities with its nearly 1,500 branches, and had suffered a serious blow when a marketing effort fell far short of its goal. Further research by the Client determined that only 75% of the collateral in the display and collateral distribution had actually reached the designated placement in each branch in time for the promotion to launch. Some of it never got out of the storage room or off the dock. Some was destroyed in transit. Some simply vanished. This lack of supply chain visibility exacerbated the confusion caused by poor communications with carriers, lack of a logistics point person to manage the distribution, and the deployment of numerous suppliers who were working outside their core competency.

The financial services industry was experiencing a time of mergers and acquisitions, which meant a

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flurry of rebranding was also taking place. The bank's marketing department, already suffering the humiliation of a major failure, turned up the heat considerably when it announced a kiosk with new brand and sales collateral to rollout to all 1,497 with a *deadline of just three short weeks* to fall in line with its production, print, and manufacturing schedules. Additionally, the 47 pound kiosk shipped in three separate pieces (22x22x2, 60x18x2, and 84x18x2) that required onsite assembly, and the marketing collateral consisted of poster replacements.

The Client wasn't settling for merely a "solution" but was truly searching for success, and that meant rethinking the tried and not-so-true methods. The Client recognized that the attempt to save transportation dollars by using Less-Than-Truckload carriers for projects that are well beyond an LTL's sphere of expertise yielded unfavorable (expensive) results.

The many LTL carriers marshalled for the effort separately had very little skin in this highly fractured game and performed as such. Freight was dropped off at the branch on each carrier's--not the Marketing Department's--schedule because many of the bank's branches are in outlying, hard-to-reach communities. Furthermore, bank personnel--not trained installers--were put in charge of getting the freight unpacked, inspected, assembled, and placed on the floor in a lo-



What did work

- 1.) An experienced transportation company to manage all aspects of the complex distribution.
- 2.) Precision scheduling.
- 3.) Nationwide network of local delivery experts.
- 4.) Online visibility for tracking and reporting.
- 5.) Detailed Statement of Work to define business expectations
- 6.) 100% on time delivery and set up
- 7.) Digitally imaged proof of proper display placement.

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cation specified by Marketing. The problem was the same for both segments of the plan: people who are otherwise competent in their professions were expected to perform services and functions for which they were ill-suited and unprepared.

The final piece to this puzzle was the security issue. Banks by their nature are highly conscious of the safety of their employees and of their fiduciary responsibilities to their customers and shareholders. It was a bank imperative that every driver be equipped with visible credentials that readily identified him or her as a transport company employee. Further, the driver would only gain entrance to the bank lobby upon presentation of a letter specifically authorizing admittance for the purpose of the delivery, set up and the image capture with a digital camera for proof of proper kiosk placement.

When Centrek Distribution Services was contracted to perform the rebranding rollout to all the bank's branches it was clear that the Client was in need of a company to manage and execute this complex distribution. Centrek and the Client first agreed upon a Statement of Work that became the highly detailed roadmap for the project. The SOW defined the Client's requirements, identified the key personnel in charge of the execution and provided round-the-clock contact information including cellular phone numbers and email addresses. Business expectations, escalation procedures, and problem resolution requirements were also detailed and shared with the Centrek Customer Service team charged with the execution.

Centrek next turned to its nationwide network of local market delivery specialists and provided busi-

ness expectations that included precision delivery scheduling with each branch. Using its web-integrated Clarity™ application, Centrek deployed pick up and delivery orders to each local supplier as well as a digital copy of the bank's required letter, and the kiosk's assembly and placement instructions. Schedulers contact designated personnel at each branch and established the date and time for delivery and installation. Drivers completed the deliveries and removed packaging materials. They also were required to take a digital image of the finished job and upload to Clarity for proof of proper placement.

Centrek completed the distribution within the designated three week time frame with 100% on time delivery with zero damaged or lost product. As a result of the successful rebranding rollout, the Client retained its long-standing relationship with the bank. Centrek has continued to perform additional projects with the Client and the bank for more than three years to date.



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