

Developing new, cutting-edge services for corporate clients with an international agenda

Challenge

Our client wanted to strengthen existing customer ties with mid-sized companies via new, sophisticated services and, in doing so, increase market share. Catering for customers looking to expand into Central and Eastern Europe – a region of growing significance – was one way to achieve this intention. To position itself as a qualified service provider for all topics concerning international expansion, our client needed to optimise certain services. The objective here was to identify those customers looking to expand internationally and to support them in financial as well as other aspects of their internationalisation.

Approach

Based on an analysis of the bank's existing corporate client base, the aim was to identify, contact and – where relevant – support all companies involved in international business. Before this could happen, a modular service package was developed, flexible enough to be customised according to each company's individual needs. Beyond just financing the project, the package enabled the bank to offer the following main support options:

- Development of a detailed business case
- Support during the development of a market strategy, taking into account product and service offerings, the competition and sales channels
- Selection of a suitable location abroad, including tax and legal aspects
- Generation of new contacts and activation of existing contacts in authorities and business network organisations
- Support in on-site business negotiations
- Assistance in on-site operative expansion (personnel, infrastructure, PR, etc.)

Results

Together with the client, integrating selected customer feedback, we were able to develop a concept which covered all main requirements of businesses looking to expand internationally. By teaming up with METIS for the implementation, the bank is now able to

- position itself as a qualified service provider for customers with international interests while avoiding legal liability
- better prepare own financing decisions
- significantly increase customer loyalty

For more information, please feel free to contact us.