

CASE STUDY

CitiFinancial

“ANYSITE® SOFTWARE AND DATASETS HELP US INTELLIGENTLY GUIDE OUR BRANCH EXPANSION AND OPTIMIZATION INITIATIVES ACROSS OUR NETWORK.”

Matthew Fabian, Senior Analyst, CitiFinancial

CITIFINANCIAL USES LOCATION INTELLIGENCE FOR BRANCH PERFORMANCE ANALYSIS AND NETWORK EXPANSION.



Challenge

CitiFinancial has an expansive set of 2500+ retail branches and, thus, faces the challenging task of efficiently serving, optimizing, and further expanding this branch network.

Solution

CitiFinancial's Branch Optimization team utilizes Pitney Bowes Business Insight location intelligence software and data solutions for branch performance analysis and footprint expansion for their network of 2,500+ retail consumer banking branches in the U.S., Canada, and Puerto Rico.

SUMMARY

CitiFinancial is the consumer lending arm of for Global Consumer Group of Citi, the world's largest financial services provider. They specialize in personal and real estate loans, with 2006 average network-wide loan receivables totaling more than \$34 billion.

Based in Baltimore, MD, CitiFinancial's Branch Optimization group spearheads data analysis, reporting, and warehousing initiatives to support CitiFinancial's many marketing channels. CitiFinancial Senior Analyst Matthew Fabian notes the unique marketing challenges facing his organization:

“The bulk of our business is generated from direct marketing programs; a substantial portion of retail branch loans are generated via our primary direct mail program. Direct Marketing directly influences how we acquire and retain customers, while our designated branch trade areas directly influence the performance of our Direct Marketing.”

Since Direct Marketing campaigns are so critical to profitability, CitiFinancial must precisely target customers, as well as accurately track, analyze and report on the results of these campaigns.

Fabian further notes, at CitiFinancial branch optimization and network expansion initiatives are key success drivers. Their customer data guides the decision-making process for the relocation of CitiFinancial branches, as well as the expansion of the CitiFinancial branch

network into both new and established markets. The institution acts aggressively, having opened 202 branches in 2006, with expectations of adding 100 new locations in 2007 across the U.S, Canada and Puerto Rico; the Branch Optimization group faces the challenge of developing and managing the pipeline for this expansion.

RESULT

In 2000, CitiFinancial turned to Pitney Bowes Business Insight for location intelligence.

“Pitney Bowes Business Insight data and software products drive several crucial business functions,” says Fabian. “They are instrumental in illustrating and evaluating our performance, as well as enabling the development of a smart, customized branch network growth strategy. Specifically, the AnySite® software and datasets, as applied to branch trade area planning, reporting, and performance analysis, help us intelligently guide our branch expansion and optimization initiatives across our network.”

Upon joining CitiFinancial, Fabian began by using MapInfo Professional, the powerful Windows-based mapping application, which he leveraged for the standard mapping of branch trade areas. In 2006, CitiFinancial began a migration to AnySite, a Pitney Bowes Business Insight decision support tool.

CitiFinancial

“ANYSITE® OFFERS AUTOMATION OF THE PRODUCTION OF OUR STANDARDIZED MAPS, ONE FOREACH OF OUR BRANCHES; THIS SAVES OUR GROUP A SUBSTANTIAL AMOUNT OF TIME AND RESOURCES.”

**Matthew Fabian,
Senior Analyst,
CitiFinancial**

Given the large volume of strategic work that CitiFinancial conducts around the development of its branch network, Fabian describes a common scenario in which Pitney Bowes Business Insight software greatly simplifies and expedites the process.

“A field manager might suggest to us a potential market for a branch, in either a new or established market. Pitney Bowes Business Insight has been an invaluable resource in accommodating the requests, and in determining the potential of the proposed branch site,” says Fabian. “The first step we take is to map the proposed location and give the field manager an accurate idea of our current branch penetration, as well as an illustration of the proposed site’s trade area and impact on the existing branch network.”

Fabian says Pitney Bowes Business Insight quickly addresses CitiFinancial’s key geographic questions about the marketplace, including:

- What type and volume of consumers will we find in this market?
- What is the proximity of the site to existing branches?
- Where are the trade area boundaries?

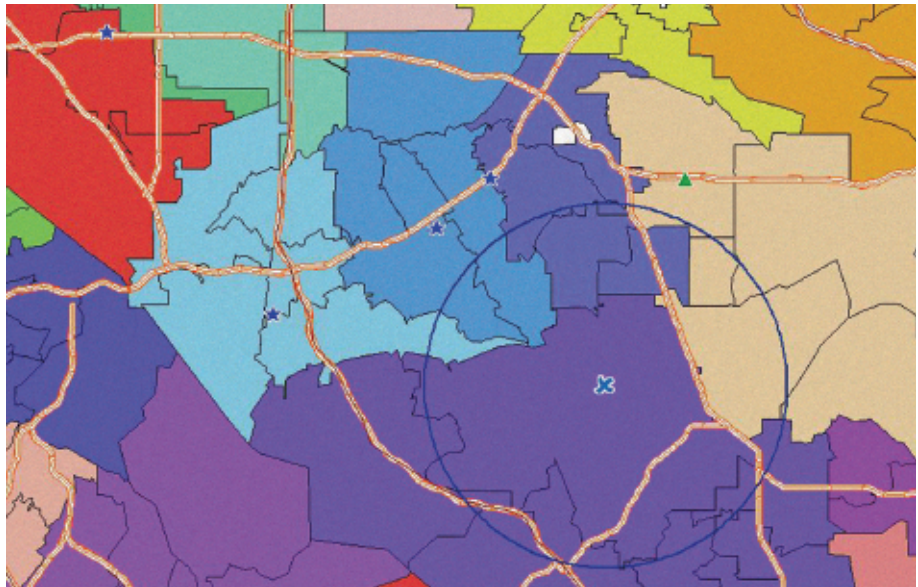
Then, using maps generated by Pitney Bowes Business Insight, Fabian arms his branch network managers in the U.S., Canada and Puerto Rico with standardized and ad hoc reporting and analysis.

“We can easily extract a granular level of customer and market data from the AnySite model that helps us assess variables that could potentially impact branch performance and customer acquisition or retention, including branch proximity, trade area

drive times, and the demographic make-up of the local market,” says Fabian. “The density of the AnySite maps is a key feature because they enable us to customize and add layer upon layer, including, for example, a layer that illustrates the geographic distribution of our account base.”

In addition, the wealth of geo-demographic data included within the AnySite platform drives the CitiFinancial Direct Marketing program. Fabian uses Pitney Bowes Business Insight U.S. ZIP Code data and Canada Postal Code and Dissemination Area data to map and assign trade areas to CitiFinancial’s network of branches in the U.S. and Canada. AnySite’s open architecture quickly integrates content from Pitney Bowes Business Insight combined with information from CitiFinancial’s proprietary database to produce thematic, multi-layered maps for analyzing the relationship between branch performance and market trade area demographic characteristics. Fabian explains the impact of the AnySite implementation on the production of maps for CitiFinancial network branches:

“The addition of AnySite to our suite of programs has dramatically improved our branch mapping function. The interactivity and efficiency of the program has enabled us to broaden the scope of the mapping function, thereby adding additional levels of detail and analysis. Furthermore, AnySite offers automation of the production of our standardized maps, one for each of our branches; this saves our group a substantial amount of time and resources, allowing us to focus on the analysis.”



Potential new CitiFinancial branches and trade areas are plotted against existing branches and trade areas in AnySite U.S.

Geocoding

The connecting piece of the puzzle that enables Fabian to execute performance analysis and mapping, involves the generation and assignment of geographic coordinates to every record in his database.

This geocoding product, MapMarker®, can be deployed on a server or desktop and geocodes data quickly, making it available for desktop applications such as MapInfo Professional and AnySite. The product assigns coordinates to an address based on how well it matches the comprehensive Address Dictionary, a database of U.S. Postal Service and Canada Post street addresses, street geometry, and the latest ZIP + 4® and postal code centroids. In addition, MapMarker helps cleanse databases by managing misspellings, omissions and inaccuracies in data.

“Pitney Bowes Business Insight MapMarker is a blessing,” says Fabian. “We had distinct challenges in obtaining the precise latitude and longitude values for our branches for the purpose of mapping and creating programs to calculate distances, which our branches, required for the purpose of creating maps and calculating distances, core components of our analyses.”

MapMarker geocodes, or assigns coordinates to, our street address data very quickly and accurately—an important step in enabling location intelligence.”

UNITED STATES

One Global View
Troy, NY 12180-8399

main: 518.285.6000
1.800.327.8627
fax: 518.285.6070

pbbi.sales@pb.com
www.pbinsight.com

CANADA

26 Wellington Street East
Suite 500
Toronto, Ontario
M5E 1S2

main: 416.594.5200
fax: 416.594.5201

pbbi.canada.sales@pb.com
www.pbinsight.ca



THE PITNEY BOWES BUSINESS INSIGHT ADVANTAGE

A number of Pitney Bowes Business Insight data and software products drive our crucial business functions," says Fabian. "They are instrumental in illustrating and evaluating our performance, as well as enabling the development of a smart, customized branch network growth strategy."