

Case Study: Creating Mature Market Growth Strategy



RESULT

Improved pricing, profitability and win rates at largest bank customers

Simplified and improved product and bundle pricing

Developed opportunities to cross sell printed products and financial software

Streamlined product line by 20-30%

Improved customer check ordering process to reduce lead time and improve operational efficiency



BACKGROUND

Harland Clarke is a leading provider to financial and commercial institutions as well as individual consumers and small businesses. The company, headquartered in San Antonio, Texas, has a national presence with manufacturing facilities and customer service centers across the country.

CHALLENGES

John Harland, a US printed product (checks and forms) & financial software company, was struggling to grow in a mature market with shrinking demand for checks

APPROACH

Conducted customer research with banks and credit unions to segment financial institutions, identify key purchase attributes and develop segment-specific value propositions

Developed pricing strategies for different offerings and bundles

Redesigned money center and super regional bank proposal development and sales process for multi-year RFPs

Created product rationalization approach to eliminate low-volume and redundant products and streamline sales collateral and operations

- Customer segmentation and target customer identification
- Segment-specific value propositions
- Product development and rationalization
- Pricing strategy
- Go to market approach

Developed a check program benchmarking tool to enable financial institutions to compare performance to user-defined competitive sets and identify Harland-supported opportunities for increasing revenue and profit

