



COST BENCHMARKING FOR A SOUTH AFRICAN BANK



INTRODUCTION

Navigating competitive pressures and economic pressures, a leading South African bank sought to enhance its operational efficiency.



THE STORY

This multinational banking and financial services conglomerate offers diverse services such as retail, business, wealth management, corporate, and investment solutions. Driven by bravery, passion, and readiness, this firm embodies the spirit of the continent it serves and is committed to making its region proud through sustainable value creation and customer empowerment.



THE CHALLENGE

To address efficiency concerns in a tumultuous market, the bank engaged **Bâton Global (B|G)** in a collaborative effort that delivered comprehensive benchmarking insights, both from global banking trends and local market analyses.



THE CHOICE

Through rigorous secondary research and benchmarking exercises, **B|G** and its partner offered multifaceted insights into the bank's cost structure in relation to global and regional peers. This data-driven approach empowered the bank to identify operational inefficiencies and establish improvement targets to excel within the banking industry.

bâton | global



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Amidst fierce competition and economic challenges, a prominent South African bank aimed to enhance its efficiency and performance. **Bâton Global (B|G)** assisted in crafting the bank's strategy by delivering essential peer benchmark information and insight from the banking landscape.

B|G, in conjunction with its partner, conducted comprehensive benchmarking studies across global and regional markets. While B|G focused on North American and European banking trends, the partner firm concentrated on benchmarking the bank's cost structure against peers in South Africa and the wider African market. These data were pivotal in identifying potential areas for optimization and enabling the bank to establish efficiency targets.

Extensive secondary research examined diverse banking functions and analyzed cost efficiency benchmarks from Finance, Front Office, IT, Marketing, and more. B|G simultaneously examined industry trends, supplying critical context to the benchmarking data.

This collaborative partnership seamlessly integrated B|G's global insights with regional findings. Regular updates and comprehensive slide deck presentations were given to the bank's leadership throughout the project.

Benchmark data and industry trend analysis empowered the bank to understand its operational standing in relation to peers and the broader banking sector. This understanding facilitated the identification of efficiency improvement areas and enabled the bank to establish ambitious targets, aspiring to become a preeminent institution in the banking realm.

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Working with many organizations, Bâton Global has raised the bar on what to expect from consulting firms.

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HELP YOU DESIGN A STRATEGY
THAT ACHIEVES YOUR GOALS.



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