



BECOMING A DATA DRIVEN BANK



INTRODUCTION

A Midwest commercial bank with assets below \$10 billion.



THE STORY

The bank was facing challenges in data utilization, technological infrastructure, process improvements, and cultural change.



THE CHALLENGE

Comprehensive solutions were needed to address organizational needs, leading to the collaboration with [Bâton Global \(B|G\)](#).



THE CHOICE

[B|G](#) partnered with the bank, prioritizing challenges, and developing a multi-year transformation roadmap. The approach involved API-driven integration and dedicated data scientist analytic support.

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BECOMING A DATA DRIVEN BANK

A Midwest commercial bank, with assets just below \$10 billion, found itself at a crossroads, struggling with challenges spanning data utilization, technological infrastructure, process improvements, and cultural change. Aware of the pressing need for transformation, the bank sought the expertise of **Bâton Global (B|G)** to navigate this intricate landscape.

In response to the multifaceted challenges, **B|G** and the bank embarked on a collaborative journey. The approach involved a prioritization of organizational needs and the development of a comprehensive, multi-year transformation roadmap. At the heart of the strategy was the integration of API-driven solutions and the deployment of dedicated data scientist analytic support, signaling a commitment to harnessing the power of data in the pursuit of sustainable change.

This partnership aimed not only to address immediate concerns but to lay the groundwork for a resilient and forward-thinking organization. By prioritizing challenges and implementing a strategic roadmap, **B|G** and the bank sought to fortify their technological infrastructure, streamline processes, and instigate a cultural shift conducive to innovation and adaptability.

While the concrete results of this collaboration were not explicitly outlined, the implied impact on the bank's operations and outlook was profound. Through the infusion of data-driven approaches, the bank stood to gain improved customer insights, an enhanced customer experience, and increased revenue. The transformative journey projected millions of dollars in cost savings, with the initial deliverables showcasing a remarkable return on investment, surpassing the 200% mark.

This story is a testament to the strategic collaboration between a Midwest commercial bank and Bâton Global, where challenges were met with innovative solutions, setting the stage for a future where the power of data drives sustained success and resilience.

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