

QUADRANT CASE STUDY

The Britannia logo consists of the word "Britannia" in a white, serif font, set against a red rectangular background.

PLANNING

The challenge

Britannia Building Society was developing a Network Plan for its branches for 2008-10, with the objective of helping to achieve the Balanced Scorecard targets of the Society, including member growth.

An assumption had been made that the branch network would have to grow but Britannia did not, at the time, have a process for objectively assessing where and how growth should be achieved.

Quadrant was asked to help Britannia create an evaluation process, using our filtering criteria and scoring methods.

What did we do?

Working with the client's Estates department, we set up a three-stage process, defining priority geographical areas, identifying towns and cities (locations) and setting criteria for choosing pitches within a location.

At each stage, criteria were agreed and a template created for filtering the options. As a result, a strategy was developed for network growth, with a strong rationale to support the recommendations.

What was the breakthrough for Britannia?

The breakthrough was the evaluation process itself, giving Britannia, for the first time, a consistent and objective approach to network planning. The process was also now theirs to use for future planning requirements (interrupted somewhat by the credit crunch!).

'I have kept a relationship with Quadrant through more than twelve years and four companies because I value their loyalty and responsiveness – often in hours or days. I can endorse fully their speed and flexibility of response which enables me to use their materials at the most senior levels'

Stephen Jones
Head of Distribution
Britannia Building Society