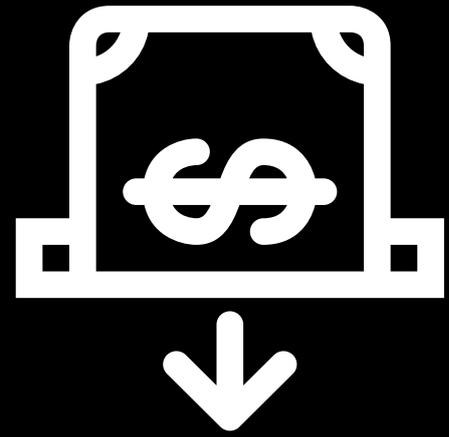


CASE STUDY

HOW TO TURN AROUND A **FLATLINING** DEPOSITS BUSINESS



CHALLENGE

A major retail bank was losing momentum in its deposits portfolio.

Growth had stalled, and the proposition wasn't cutting through with customers.

Internally, the team knew change was needed, but clarity on the 'what' and 'how' was missing.

SOLUTION

We partnered closely with the Head of Deposits and a lean internal team to reset the strategy.

Over 6 months, we co-designed a new proposition grounded in customer needs, business goals, and market positioning.

RESULT

The new strategy launched successfully, resulting in a noticeable uplift in deposit market share.

It earned praise from both the Retail and Group CEOs and gave the team renewed confidence to move faster.

CALL US

When growth slows, strategy matters.

We help you reset, rebuild, and relaunch with purpose. Talk to ThunderLabs.



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