

Coming Back to High Performance Growth™

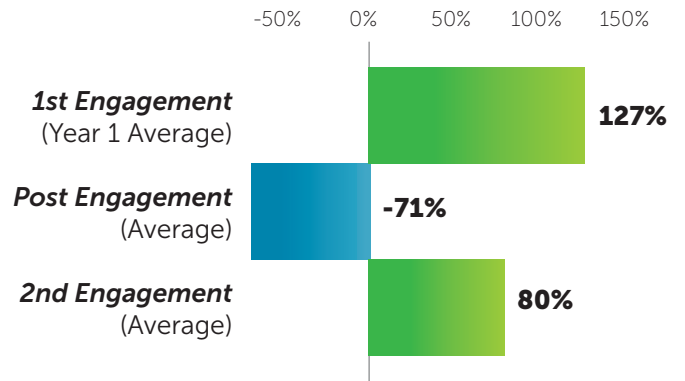
INDUSTRY
CASE STUDY

Case study subject: Former six-year client returns after significant dip in new account openings.

Timeline:

- **Pre-2004**
Client opens **79** consumer checking accounts per branch per year.
- **2004**
Client launches HPG™ and checking account openings increased by **127%**.
- **2010–2023**
Client disengages from Haberfeld and discontinues HPG™.
- **May–July 2023**
Since the client had discontinued HPG™ for more than a decade, consumer checking account openings dropped by **70%** from their number during the earlier HPG™ engagement.
- **May–July 2024**
Relaunch of HPG™ leads to consumer checking account openings increasing by **80%**!

INCREASE/DECREASE IN CONSUMER CHECKING ACCOUNT OPENINGS



Results: Sixteen-branch bank launched HPG™ for a second time. They experienced a significant and sustained lift even with a more competitive landscape and market conditions.

Here for every win and challenge!

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