

Rebranding Project a Major Success!

Project Overview

Due to a significant acquisition/merger, a major financial institution required more than 2,000 banking centers to be rebranded within critical, complex phases and time-frames. Coordination of multiple sign vendors throughout the 9-state region was essential to project success. Significant impacts to corporate branding demanded high quality control and accurate reporting processes. The client required a company with significant regional resources and the experience to meet an aggressive schedule for successful completion of each phase of work.



“GMR has experience and resources to respond to any challenge and scope of project.”

Key Accomplishments

- ◆ Client realized a field resource cost savings of approximately 35% versus utilizing their in-house resources.
- ◆ Quality control issues were identified at approximately **65%** of inspected locations. Immediate feedback allowed client/vendors to respond quickly to avoid branch opening delays.
- ◆ 100% of inspections were completed within designated time-frames allowing the client to successfully meet all branch opening commitments.
- ◆ Client was able to utilize GMR’s database to compile all project schedules, inspection information and catalogued digital photos, and support the generation of corrective work orders.

Our Approach

- ◆ GMR collaborated with our client’s Real Estate Management firm to develop a detailed, multi-phased inspection schedule to respond to the client’s requirements.
- ◆ A detailed inspection survey and digital photo reporting format to meet our client’s needs was developed by GMR.
- ◆ GMR established and trained a team of field experts; classroom and field training sessions were conducted to ensure a high level of field effectiveness and consistency.
- ◆ All field team members were equipped with state-of-the-art hardware and software to collect all data electronically.
- ◆ An in-house project management team oversaw all logistical challenges, managed collected data, provided quality control review of all work, and ensured accurate reporting to our client.

“GMR’s highest accomplishment is customer satisfaction.”