

Using consumer insights to craft a future state vision & accelerate revenue growth

The Challenge

A large financial institution wanted to be strategic in growing their burgeoning travel business. Their goal was to triple revenues over 5 years by executing a high-level strategic mission that would set the course for their mergers and acquisitions strategy, product/technology roadmap, and partnership strategy.

The Approach

- Develop a time-efficient, unifying, and effective approach to settle on a future vision and go-forward plan for the travel brand
- Conduct a 2-day workshop to help identify themes and trends discovered through research
- Establish a desired future state with a detailed roadmap across several workflows, prioritized based on impact to the business

The Results

 **57%**
increase in contribution margin (projection)

 **80%**
growth in travel related sales (2022 estimate)

 **\$100+M**
contributed toward \$100M acquisition business plan