



Product Mapping

Client Need: A \$60 billion super regional bank requested project management assistance with the conversion of deposit products from a large bank acquisition.

Solution: BenchMark mapped acquired retail and commercial deposit products to client's existing product set; performed a quality control review of programmed product data; contributed to collateral material including disclosure documents and customer product brochures; performed quality control of customer communication direct mailings.

Results: Conversion project deliverables and deadlines were met or exceeded.