

CASE STUDY



US BANK
LABORPLAN™



Quick Facts

- Expanding operation
- Proactive capacity planning
- Utilized current facilities
- Avoided new locations for expanding skill set needs

Analysis to Date

8 Locations

Site Selection

Brokerage – Coeur d’Alene, ID

Services

LaborPlan™ is a sophisticated supply demand model that estimates the duration of time an operation can sustain within given labor markets, including sensitivity analysis around driving factors.

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CHALLENGE Portfolio

- **Strategy & Space Utilization: Proactive Capacity Planning**

US Bank identified surplus facility space across several retail buildings in the Midwest. Proactively, US Bank wanted to understand the ability for this capacity to be used for additional business lines. With growth projected in their customer service program over the upcoming years, US Bank’s Commercial Real Estate (CRE) wanted to be prepared with recommendations to service their internal Operations client, anticipating their request for expansion space. CRE also wanted to enhance their recommendations by providing the best labor market to facilitate the growth, skill set, and wage targets, while using their current space effectively and minimizing new construction.

SOLUTION

US Bank engaged CBRE’s Labor Analytics Group (LAG) to perform a LaborPlan™ analysis on seven of the markets they identified. The model compared the markets based on the ability of each market to facilitate growth. The model also demonstrated each market’s sensitivity to wage, attrition and competitive growth.

RESULTS

US Bank opened a customer service branch in Eau Claire, WI to service an immediate growth need of 75 agents. US Bank and LAG discussed the opportunities and risks the other facilities present for various strategies the bank could take for expansion. Several markets were identified for smaller, low cost opportunities, as well as opportunities for higher level skill sets, larger employee base, or less competitive risk. US Bank CRE has incorporated the results into their expansion strategy for immediate response to internal client expansion requests over the next two years, as well as sublease and disposal opportunities for surplus space.

CLIENT TESTIMONIAL:

“Over the last several years we’ve had difficulties maintaining staff levels in our current metro locations and we’ve recently embarked on a new strategy of using our existing bank facilities located in smaller rural markets to house new contact centers. The LaborPlan™ model allowed us to see past much of the anecdotal data we were receiving about the community and zero in on the key factors that would drive the long term success. Since the model uses our desired employee information, we found the analysis invaluable and a key factor in our ultimate site selection.”

– Joe Ledbetter, VP of Finance, US Bank

