

Associated Bank Joins Novantas's SalesScape™ Community to Leverage Actionable Comparative Analytics of 15,000+ Branches

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Novantas, Inc., the industry leader in information, advice, and technology solutions, announced today that Associated Bank has selected Novantas's SalesScape™ program to measure and improve the retail bank's branch sales and performance in markets across their network. Associated Bank will join the largest benchmarking community of over 15,000 US and Canadian branches.

"At Associated, we are continually developing our analytics to deliver exceptional customer experience at the right time and place to meet customer needs," said John Halechko, Executive Vice President and Director of Branch Banking for Associated. "Novantas's SalesScape solution will help elevate our ability to meet this objective. Aside from opening the doors to greater insights, I found the flexibility of the reporting tool and the ability to integrate data into our own data environment for additional analysis to be compelling. We have been looking for a tool like SalesScape for years," added Halechko.

The SalesScape program integrates multi-bank data with Novantas proprietary analytics to precisely measure "expected performance", resulting in more actionable insights. With SalesScape, banks like Associated have access to a one-stop source for dramatically improving underlying metrics embedded in programs such as staffing, goaling, incentives, sales force deployment, onboarding, channel migration, and many more.

"Between rapidly shifting customer behaviors and the strict regulatory environment, the pressure on bank branches and the people working in the network to deliver excellent sales and service is enormous," said Dale Johnson, Practice Leader for Workforce Productivity at Novantas. "Leaders need to understand how they're doing in both absolute and relative terms. Is a rising tide lifting all boats in a market, or are we out-/under-performing? Are outcomes due to superior execution or simply the structural advantages the bank has in the marketplace? SalesScape was built specifically to answer these questions through a set of proprietary analytics to normalize comparative data for market factors which is unique in the benchmarking space. We're excited to welcome Associated Bank into the SalesScape community, and look forward to supporting their efforts to use analytics to deliver exceptional customer experience."

ABOUT NOVANTAS

Novantas, Inc. is the leader in customer science and revenue strategy for the financial industries, and one of the fastest-growing and largest FinTech companies worldwide according to American Banker and IDC FinTech 100 listings. Novantas's advisory and solution services are focused on investigating and interpreting customer needs, attitudes, and behaviors, to help banks refine pricing, distribution, marketing, customer strategies, and sales and service activities. Novantas's SalesScape™ platform provides unmatched market performance analytics and optimization tools with a database of over 15,000 branches across banks in North America, flexible delivery technology and insights from industry experts. For more information, visit www.novantas.com.

ABOUT ASSOCIATED BANC-CORP

Associated Banc-Corp (NYSE: ASB) has total assets of \$29 billion and is one of the top 50 publicly traded U.S. bank holding companies. Headquartered in Green Bay, Wisconsin, Associated is a leading Midwest banking franchise, offering a full range of financial products and services from over 200 banking locations serving more than 100 communities throughout Wisconsin, Illinois and Minnesota, and commercial financial services in Indiana, Michigan, Missouri, Ohio and Texas. Associated Bank, N.A. is an Equal Housing Lender, Equal Opportunity Lender and Member FDIC. More information about Associated Banc-Corp is available at www.associatedbank.com.

MEDIA CONTACT

Katie Mockler
Marketing Communications Manager, Novantas
+1.212.419.2562
kmockler@novantas.com