

BNY to Chase Bank Retail Branch Rebranding



LOCATION

2,200 locations
across the Eastern
Seaboard

CLIENT

Riverso and
Associates

PROJECT COST

USD 220 Million

REPRESENTATIVE

SERVICES

Project management,
Existing Conditions
on an active site.

In 2006, JP Morgan Chase acquired the retail division of The Bank of New York. This required the rebranding of roughly 2,200 branch and ATM locations; a task which would normally take place over a 24 month timeline. Due to legal constraints, the client had only five months to execute the rebranding to avoid non-compliance.

All client-facing signage bearing the BNY logo or company name was replaced with Chase signage at each of the 2,200 individual locations across the eastern seaboard. This would involve the design and manufacturing of new signage, removal of old signage, and installation of new signage.

While the work required was not particularly complex from a technical standpoint, it did pose an incredible operational/logistical challenge requiring the development of an

extremely lean operating methodology. Success hinged on flawless planning, and execution by a team capable of working drastically extended hours, covering early mornings, late nights, and weekends for the duration of the project.

Once FSC received assurance that suppliers could meet required deadlines, management presented staff with an opt-in challenge for anyone interested. Immediately there was tremendous buy-in; very few qualified people declined to participate.

In this project, FSC demonstrates the ability to adapt an already-robust resource management system to accommodate extremely confining client needs.

Ultimately, a project which would normally take two years was completed in five months.