

CASE STUDY: SYNOVUS FINANCIAL

How Profisee helps Synovus understand customer and household relationships to identify cross-selling opportunities.



Originally founded over 130 years ago as a textile mill in Georgia, Synovus Financial is a top-performing mid-cap bank with \$60 billion in assets and \$7.3 billion in capital. Today, Synovus is recognized as one of the most respected financial institutions in the southeastern United States and offers a variety of financial services from personal and business banking to mortgages and investments.



130+
YEARS OF HISTORY



\$60 B
IN ASSETS



240+
BRANCH LOCATIONS



CHALLENGES:

Incomplete & Siloed Customer Data

- Account-centric systems across personal, commercial, mortgage and wealth services operated in silos
- Duplicate and inconsistent customer records obscured household and relationship insights
- Manual reconciliation and cross-service mapping slowed analysis and increased costs



STRATEGY:

Adopt Profisee to Manage Customer & Household Data

- Sought a bank-wide, automated approach to identify customers and households across all service lines
- Conducted a rigorous evaluation and selected Profisee MDM for its powerful automated matching capabilities



OUTCOMES:

Deeper Relationships & Seamless Service

- Near-fully automated reconciliation now provides a single, accurate view of 2 million customers and their household linkages
- Bankers, sales and marketing teams can quickly surface cross-sell opportunities and grow relationships
- Immediate visibility into relationship-manager changes prevents “orphaned” customers and ensures uninterrupted service