

US Bank

Introduction

This case study of Us Bank is based on an October 2022 survey of Frost & Sullivan customers by TechValidate, a 3rd-party research service.

Challenges

The business challenges that led the profiled company to evaluate and ultimately select Frost & Sullivan:

- Problems that plague today’s “traditional” trade show and conference include:
 - Content being a one-way push from the podium with little interaction or Q&A
 - Limited networking, dull activities, and difficult-to-build relationships due to a transient audience
 - Lack of community amongst event participants
 - Poor communication & customer service by organizers

Use Case

The key features and functionalities of Frost & Sullivan that the surveyed company uses:

- Recommends sending 3 team members to the Frost & Sullivan Executive MindXchange based on the amount of networking opportunities and range of content being delivered.
- Is more likely to inquire about future services if a solution provider sponsored the Frost & Sullivan Executive MindXchange.

Results

The surveyed company achieved the following results with Frost & Sullivan:

- Reported that the unique interactive structure of a Frost & Sullivan Executive MindXchange leads to the following benefits:
 - Access to best practices
 - Increased networking & relationship building
 - A forum that allows them to get real solutions for their business challenges
 - More value overall
- Generated 10 real business and personal relationships at the Frost & Sullivan Executive MindXchange.
- Rates the content received at the Frost & Sullivan Executive MindXchange as very timely and relevant.
- Would choose to attend the Frost & Sullivan Executive MindXchange if they could only go to one external event a year.
- Would very strongly recommend this event to their colleagues and/or peers.

Company Profile

Company:
US Bank

Company Size:
S&P 500

Industry:
Financial Services

About Frost & Sullivan

Frost & Sullivan enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership.

The company’s Growth Partnership Service provides the CEO and the CEO’s Growth Team with disciplined research and best-practice models to drive the generation, evaluation, and implementation of powerful growth strategies.

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