



CASE STUDY

Banking Business separation and divestment

How do I deliver the greatest change to a Managed Trust structure in 80 years without disrupting customer support services?

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THE CHALLENGE

For years Comminsure had been an integral division of CBA, sharing systems, process and policies with Commonwealth Bank.

The sale of the life insurance business to AIA meant the division had to be separated ensuring systems remained running, clients continued to be supported and staff were informed and positive about the change.

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THE SOLUTION

- We provided Change Management support for 12 project streams across the program.
- We developed a change strategy for a phased separation approach support for CBA, AIA, unions and regulators.
- We developed change strategies for the stand-up of new support functions within the separated business, including the CBA Transitional Services Agreements.
- We developed and implemented coaching to business leaders for a leader-led approach to change.
- We planned, developed and delivered the stakeholder communications.
- We delivered training through change packages, using video, presentations, animations and use-case scenarios.
- We developed strategies to support the integration of new Standard Operating procedures.
- We planned and developed role-based targeted systems training.
- We monitored and coached the BAU activities after separation.

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THE RESULT

As a result of our change strategy and implementation approach:

- New business units were stood up and functioning, providing services to Comminsure that were not previously part of the division.
- Business separation was achieved with minimal disruption.
- Comminsure was prepared for Day 2 full integration with purchaser.
- Employees were positive and excited about the impending integration.