



ABSTRACT

Boston Consulting Group (BCG) is a top global management consulting firm which focuses on creating values towards in clients through business strategies and implementations. BCG in Indonesia has a variety of clients, from private sector to public sector, profitability issues to assisting non-profit organizations. Having specialized in many fields, BCG gives opportunity to those who are seeking a steep learning curve with many industries. This project was about a digital transformation for a multinational bank, from strategy to a bank-wide implementation. However, I was assigned to focus on consumer journey, SME banking, and custody. The objective was to double PBT uplift within two years through several initiatives that will be discussed further in this paper.