



LAUNCH 2024

REFRESH – THE LATEST IN BRANCH TRANSFORMATION



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Agenda

01

The Branch

The changing role of today's branch

02

The Member

The impact of a multi-generational member

03

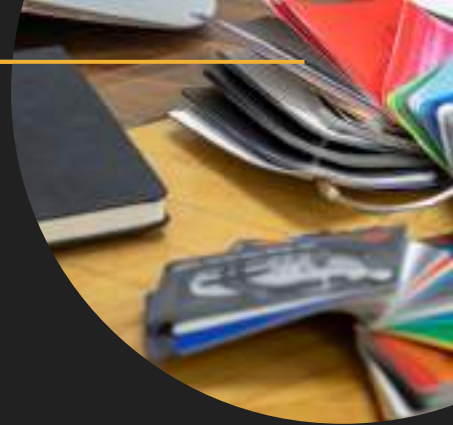
The Solution

What is Refresh & the role it plays in a retail branching strategy

04

Project Examples

Benefits and real life examples of how to improve and modernize your branch



01

The Branch

The changing role of today's branch





Why even talk about branches?

“In the past 12 months members used branches more than any other channel to open accounts, get advice and acquire new products.”

Insider Intelligence



At the
Mac
since

86%

OF CONSUMERS STILL EXPECT TO USE A PHYSICAL LOCATION IN THE NEXT 12 MONTHS.

67%

OF CONSUMERS LIKE SEEING BRANCHES IN THEIR NEIGHBORHOOD AS IT PORTRAYS THE STABILITY AND AVAILABILITY OF THEIR INSTITUTION.

62%

OF 18–24-YEAR-OLDS ARE AVERSE TO USING MOBILE DEVICES TO SOLVE PROBLEMS.

57%

OF CONSUMERS THAT HAVE FINANCIAL ADVICE QUESTIONS WILL VISIT A BRANCH.





BUT...

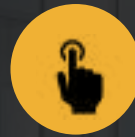
The Role of the Branch has Changed

Today's Branch



Experience

Create a memorable experience



Self Service

Meet the increased reliance on self-service due to online and mobile usage



Education

Provide education on complex financial matters



Trust

Gain and build trust with trusted advisors and experts



Marketing Tool

Provide a physical touchpoint for your brand





02

The Member

Impact of a Multi-Generational
Member



Baby Boomers & Seniors

Seniors (born pre-1946) & Baby Boomers (born 1946-1964)
Seek a traditional relationship

PREFERENCES

Prefer Cash

Prefer in branch transactions

Inconvenienced most during
the pandemic

Like to meet face-to-face

Carry large balances

Concerned about retirement funds



BRANCH EXPERIENCE

Enhance branch design to
foster holistic personal
relationship management

Provide in branch seminars

Offer personal meeting spaces

Need limited in branch cash
operation supported by cash
recyclers, ATMs, and drive-ups



Generation X (born 1965-1980)

Are savvy and busy

CHARACTERISTICS

Are digitally savvy

Spend lots of time online

Research and manage finances remotely

Prefer to make transactions in person

Demonstrate brand loyalty

Look to reduce debt while building savings



BRANCH EXPERIENCE

Offer charging stations

Provide internet access

Have comfortable break areas

Provide refreshments

Offer tele-presence options

Provide 24-hour ATM services

Offer afterhours meeting rooms



Millennials/Gen Y (born 1980-1996)

Desire high-tech and high touch

CHARACTERISTICS

Shaped by the internet,
social media, and 9/11

Stream entertainment,
heavy use of social media
and mobile devices

Seek digital tools to help
manage their debt

Want partners to guide
them in big purchases



BRANCH EXPERIENCE

Offer high-quality
financial education and advice -
online and in person

Help with
significant milestones

Provide meeting spaces

Offer no pressure, self-guided
interactive experiences



Gen Z (born 1997 to 2015)

Wired to the global community

CHARACTERISTICS

Grew up in a hyper-connected world

Accounts for 40% of consumers and will overtake Millennials

Avoid debt and appreciate products that aid in that endeavor

Debit cards top their priority list followed by mobile banking



BRANCH EXPERIENCE

Environmentally sensitive and energy efficient

Incorporate community events, online shopping pick-up, small business services

Offer financial education

Provide components of co-working spaces and cafes



Problem

80% of branches are over 20 years old with outdated, transaction-oriented branch environments.



Solution

Refresh. An enhanced branch experience at a fraction of a typical remodel cost and timeline.



03

The Solution What is Refresh?



Branch Reimagination Just Short of Permitting

Decluttering

Fresh Paint & New Flooring that Ties Back to Branding

Upgrading Lighting Fixtures

Updating Furniture

Merchandising

Replacing Casework

Adding Technology

Drive-Up Merchandising



Refresh VS Renovation

	Refresh	Renovation
Rough Cost	\$100,000 to \$400,000	\$500,000 to \$1 million
General Time Frame	Weeks	Months
Characteristics	Reimagine	Structural
Permitting	No	Yes

5 Biggest Causes of Clutter



1. Brochure Overload
2. Outdated Compliance Signage
3. Furniture Free-For-All
4. Brandalism
5. Random Artwork & Printouts
6. Decoration Overload



Tiering Strategy

A simplified systematic approach to updating your branch network



Tiers 1, 2 & 3 outline a true “Refresh”



Tiers 4 – Permitting Required



Integration of technology

Don't forget to add more powerful technology as part of the Refresh process.





Take your dreams to the bank. SM

DIRECT VIEW LED

INTERACTIVE
TOUCHSCREEN

IPAD INTEGRATION





BROCHURE PRINTING

DIGITAL
SIGNAGE

IPAD INTEGRATION

