The Evolving Branch Banking Strategy

Description:
New Research Examines The Continued Evolution Of Bank Branches And The Movement Toward Branch Reconfiguration

The new research report ‘The Evolving Branch Banking Strategy’ reviews the importance of face-to-face communication when discussing complicated financial products and service such as loans, time deposits, and investments.

“Even while many banks, credit unions, and other financial institutions are right-sizing or otherwise reconfiguring their branches, most realize that in-person service is still important to their customers and members,” comments Ed O’Brien, author of the report.

Highlights of this report include:
- Banks and credit unions’ efforts to create branches that meet (and exceed) customer/member needs while containing costs by balancing the desire for in-person expertise with 24x7 access as well as access to digital solutions
- Emergence of new branch strategy as many financial institutions are reducing the number of branches they operate or reconfiguring their branch layouts
- New variations in branch layouts
  - including open concepts with dedicated zones for basic transactions
  - self- and assisted-service interaction
  - private areas for advice-based services
  - and teller automation and cash recycling equipment to enhance the overall customer experience
- Changes in the fundamental role of tellers and other branch through expanded sales and service training aimed at promoting cross- and up-sell efforts and increasing overall customer satisfaction

Contents:
1. Executive Summary
2. Introduction
3. Branch Strategy Varies by Institution and Market
4. Branch Totals Are Holding Steady—or In Decline—Depending on Where You Look
5. Full-Service Institutions Are Highly Valued by U.S. Consumers
6. Banking Customers Value One-on-One Interaction
   - Branches Remain Relevant
   - Personal Attention Is Still Valued by Banking Customers
   - Interaction and Engagement Increase as Branches Become More Advice Focused
   - Banking Customers Still Desire a Branch Presence
   - Deepening Relationships with Subject Matter Experts
   - The Changing Roles of Branch Tellers and Customer Sales and Service Representatives
   - The Evolving Branch Footprint
7. Examples of New and Innovative Branch Designs
   - Introducing Minis and Micro Branches
8. Finding the Right Balance Between Personal Service and Technology
   - The Role of Automation in Branch Reconfiguration
9. Solutions Overviews
   - Glory Global Solutions
   - NCR
10. Conclusions and Strategic Implications
- Endnotes
- For more information about this report

Figures and Tables

Figure 1: Total Branches by Year at Commercial Banks and Savings Institutions
Figure 2: Twice as Many U.S. Consumers Increased Branch Visits, but Still More Decreased Than Increased Visits
Figure 3: Full-Service Banks and Credit Unions Are in Demand
Figure 4: Branch Remains Most Preferred Method, but Preference for ATMs and Mobile Apps Is Growing
Figure 5: Communication at the Branch Continues to Win Highest Satisfaction
Figure 6: Face-to-Face Interaction Increases; 58% of Branch Visitors Use Teller at Least Monthly
Figure 7: Two-Thirds of U.S. Consumers Recently Opened a Bank Account at a Branch
Figure 8: U.S. Consumers Increasingly Use Financial Advisors
Figure 9: The Changing Demand for Tellers in the U.S.
Figure 10: Wells Fargo's "Neighborhood Store" Minibranch Design and PNC Bank's "Pop-Up" Branches
Figure 11: Examples of Teller Cash Recyclers/Teller Automation Equipment
Figure 12: Example of a Glory Teller Cash Recycler
Figure 13: NCR’s Cx (Customer Experience) Banking Solutions

Table 1: Various Branch Configurations Being Considered by Banking Institutions Today

Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct.

Product Name: The Evolving Branch Banking Strategy
Web Address: http://www.researchandmarkets.com/reports/3056540/
Office Code: SCPL9ZY6

Product Format
Please select the product format and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>USD 2450</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td>✔️</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS.

Title: [Mr ☐] [Mrs ☐] [Dr ☐] [Miss ☐] [Ms ☐] [Prof ☐]
First Name: __________________________ Last Name: _______________________
Email Address: * __________________________
Job Title: __________________________
Organisation: __________________________
Address: __________________________
City: __________________________
Postal / Zip Code: __________________________
Country: __________________________
Phone Number: __________________________
Fax Number: __________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:

Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: 

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World