



The Role of the Branch in a Digital World

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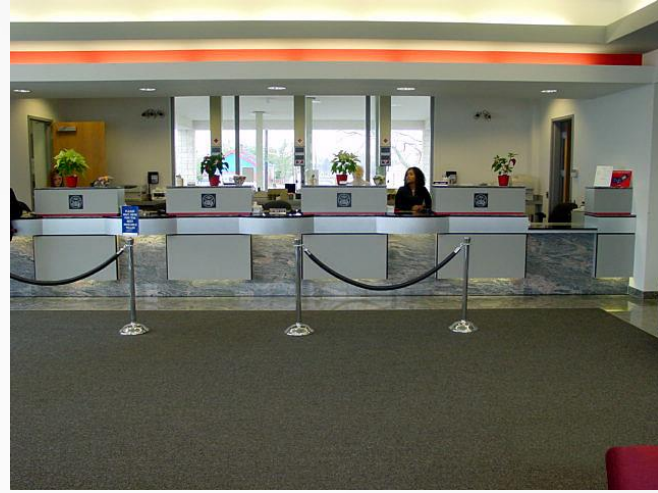


World Council
of Credit Unions



Irish League
of Credit Unions

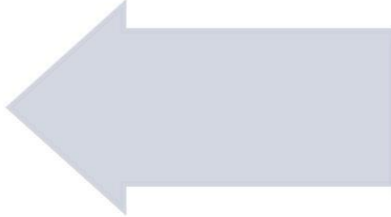
Remember?



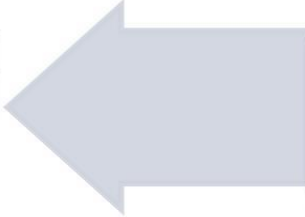
We Grew Up With Branches as the Center of Channel Strategy



**Traditional
Media
Marketing**



**Drive
Platform and
Teller Traffic**



**Cross-Sell the
Traffic**

Branches Are Now One Crucial Element of Cross-Channel Delivery



- On line
- Mobile
- Social media
- Web site

**Mobile
and Social
Search**



- Web site/App
- Internet Banking
- Call center
- Branch
- Mobile Employee

**Multi-
Channel
Fulfillment**

Branches Are Now One Crucial Element of Cross-Channel Delivery



- Internet Banking
- Mobile, Mobile Pay
- Direct Deposit
- Bill Pay
- P2P, Money Movement
- ATM, Debit Cards

**Digitally
Configure
New
Members**

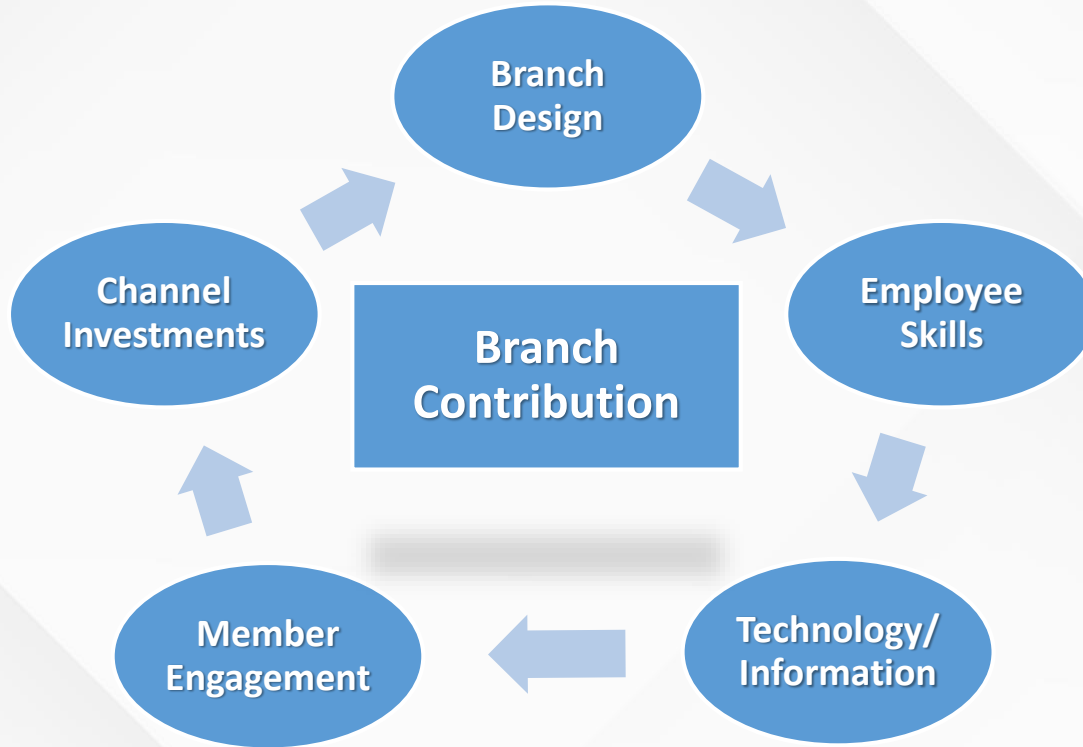
- Branch cross-sell, service
- Mobile Support
- Call Center
- E-Mail, Chat, Text
- LinkedIn
- Facebook, Snapchat, etc.
- Self-Service Kiosks

**New World
of
Engagement,
Cross-Sell**

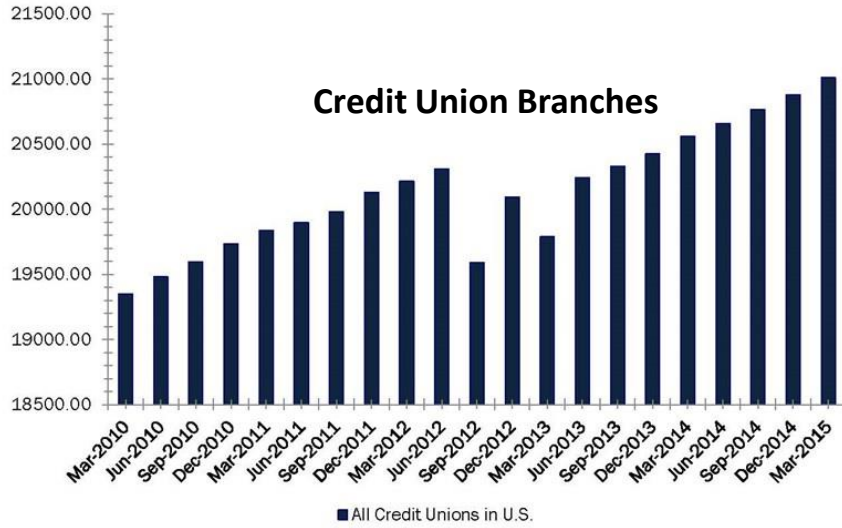
salesforce

exacttarget[®]
marketing cloud

The Future Branch – Key Issues



Number of Branches Increases But Total Square Footage Does Not



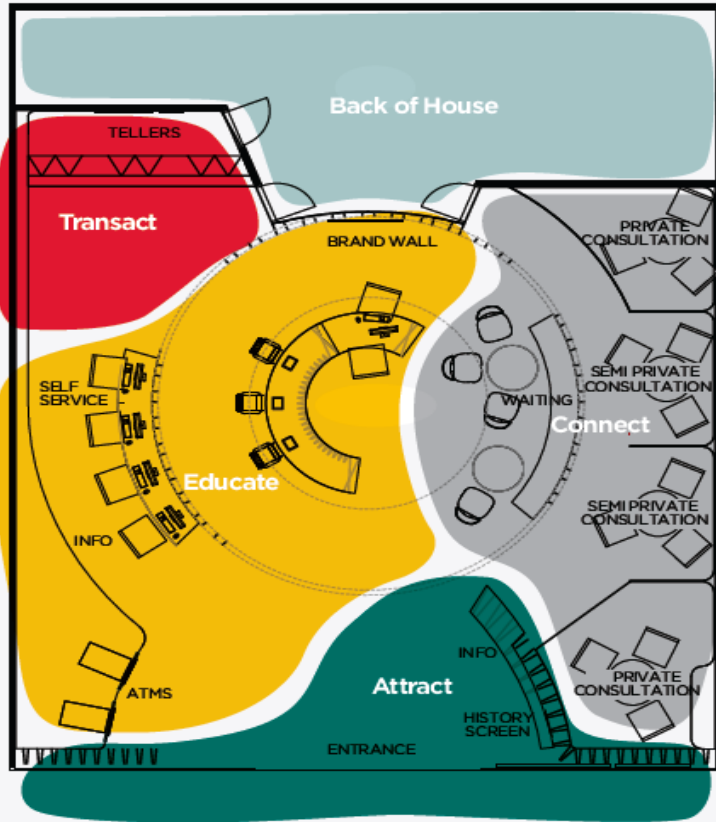
Source: Callahan



Branch Size:

- Average for all branches – 2,116 Square Feet (Codigo)
- Average new branches – 800 – 1,500 Square Feet
- Smallest – 400 Square Feet

Key Components of New Branch Design



Transact

- Traditional teller delivery
- Positioned after self-service options

Connect

- Meeting areas for members
- Private, semi-private
- Open design, no physical barriers to member
- Attractive waiting area

Educate

- Self-service options
- Training and support

Attract

- Visual Differentiation
- Hi-Tech look, feel, image
- Message walls
- Greeter, information area

Attract - DuPont Community Credit Union



“Blur the outside and the inside”



Attract - Credit Union Australia Carindale Branch



Member Picture Wall



Attract - Van City – High Tech Look/Feel



Modern, High-Tech
Look/Feel

Connect – First Tech Consultative Branch



**Private meeting Rooms
Wall in Waiting Area with Video**



Transact – BECU 10-Year Branch Transformation



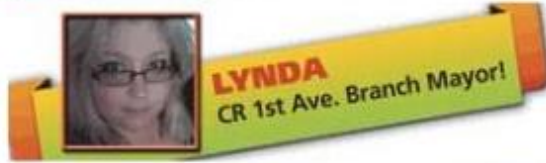
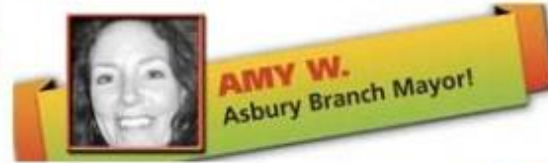
“Universal Associates” are Channel Experts and Advocates



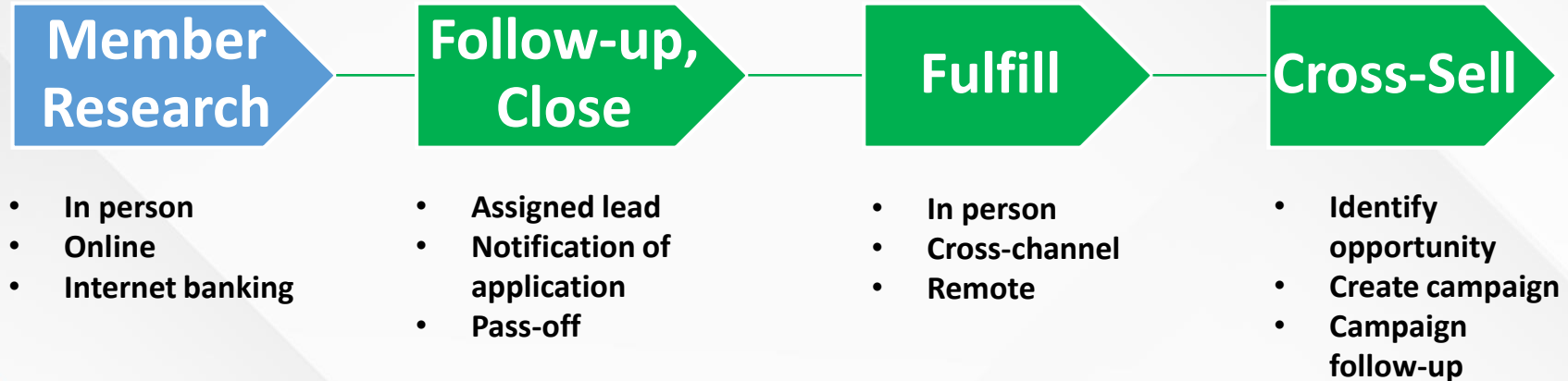
The Universal Associate:

- Lender
- Investment Referrer
- Channel Expert
- Community Representative
- Social Media Expert
- Personal Social Media Brand
- High performers have significant financial opportunity

Dupaco Credit Union Branch Manager Web Branding



The Branch Role in Sales Must be Clear

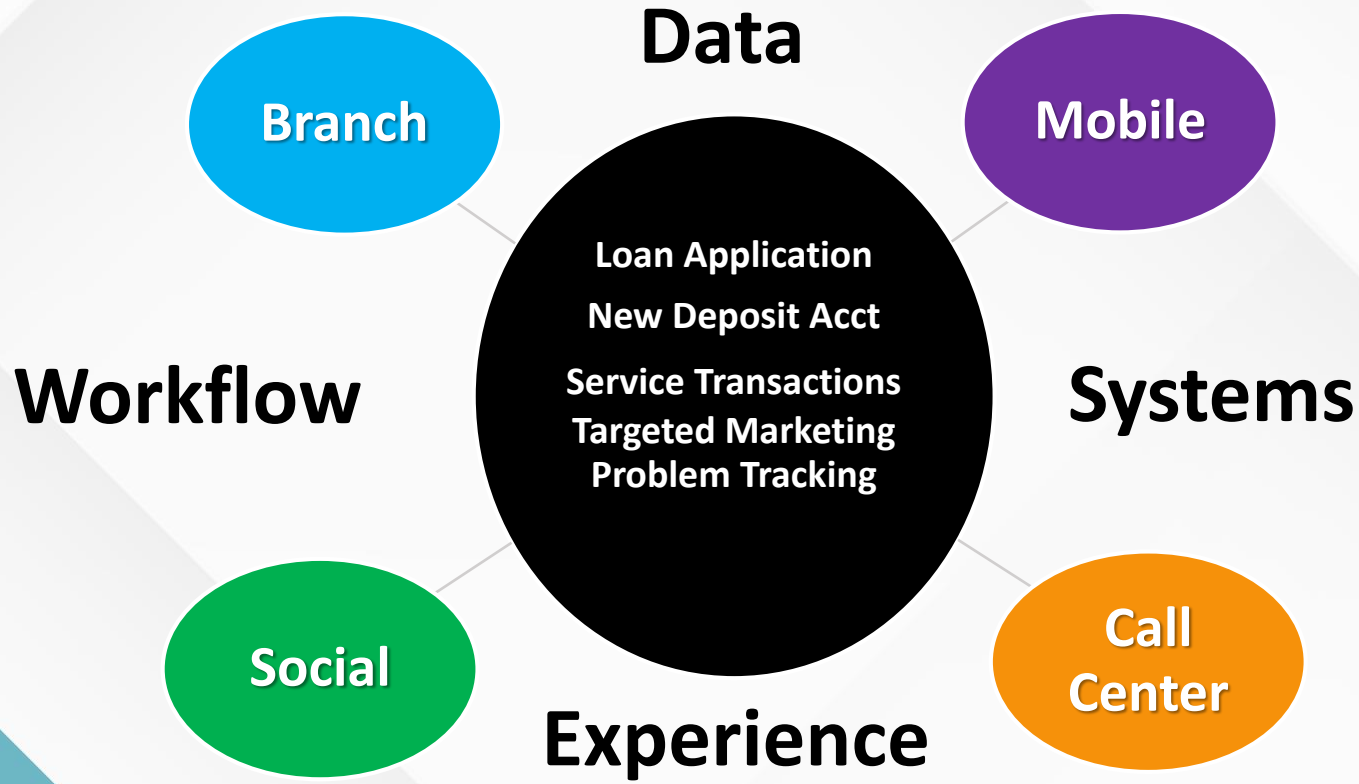


Sales Goals and tracking will be divided – lead, close, fulfill

Sales Credit will be split

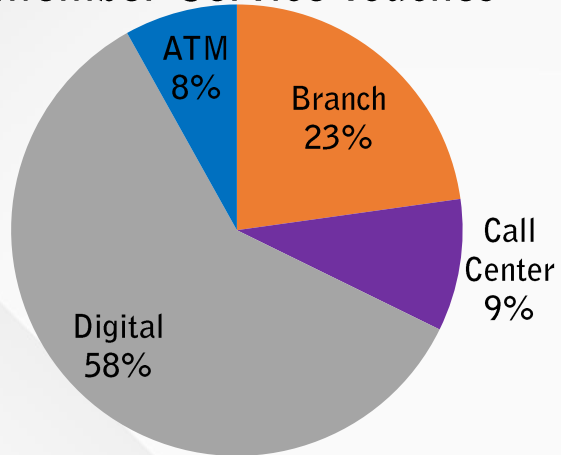
Compensation could be shared

Branch System Design Must Be Part of Overall Channel Design

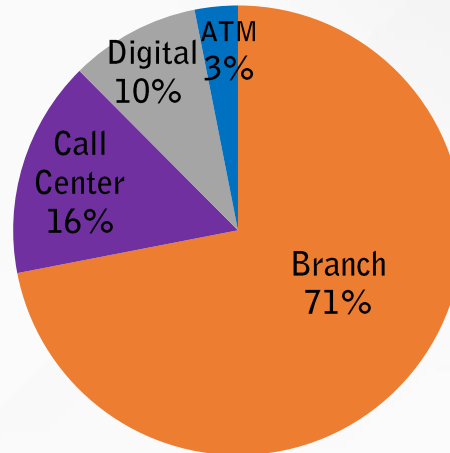


As Members Move, Investments Move

Member Service Touches



Direct Channel Costs



Reduce



- Avg. Branch Square Footage
- Branch Teller Staff
- Inbound Call Center Staff
- Legacy ATM Investment
- Legacy Payment/Delivery Technology Contract Pricing

Redirect

- Mobile/Web Banking Technology
- Universal Branch Staff
- Branch Efficiency Technology
- Outbound Call Center Staff
- Unified Voice, Chat, Video Call Center
- E Marketing Talent/Strategies
- E Payment Experimentation





The customer's perception
is your reality.

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@katerina

danke

merci

grazie

thank you

gracias

obrigado