



FINANCIAL SERVICES CASE STUDY

BRANCHING OUT: UPDATING BANK BRANCH DESIGN AND AMENITIES



AT-A-GLANCE

- **Conduct experience audit of pilot branch design.**
- **Develop personas based on active and passive users to inform branch amenities.**
- **Collect customer feedback to find out how to improve branch design and amenities.**

CHALLENGE

We see self-serving technology everywhere: self-checkouts at grocery stores, price scanners at retail stores, and mobile bank deposits right from your phone. What is the role of a bank teller in a world where many access their accounts virtually.

An international bank wanted to update its branch design and amenities for better support and awareness among their core target.

With increasing digital access and decreasing demand for live-teller transactions, how can bank branches best serve important target markets and activate new and existing customers?

SOLUTION

01

Experience Audit of Pilot Branch Design

We established personas for active and passive users in addition to understanding the area demographics to provide a foundation for recommendations.

02

On-Location Engagement with Target Consumers

Our team conducted interviews to see what would entice customers to utilize the new features, and learned what they were already using. This intel informed future branch design and amenities.

03

Virtual Focus Groups

EBG presented mood boards and amenity configurations to focus groups to understand perspectives and opinions. These helped the bank's team make operational and design decisions for future locations.

At The ExperienceBuilt Group, we are equipped to access, analyze, and translate experience-driven data into actionable items for your team. Let's work together to make your business better.



IMPACT

The ExperienceBuilt Group's research informed the layout of the space, used as the template for future branch design. Evaluating consumer preferences helped define staff roles and guided the planning of in-branch activities. Overall, the bank gained the confidence to plan amenities at future branches that meet the high standards of their target consumer.



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