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Digital Branch Transformation

Digi-Branch™ Case Studies

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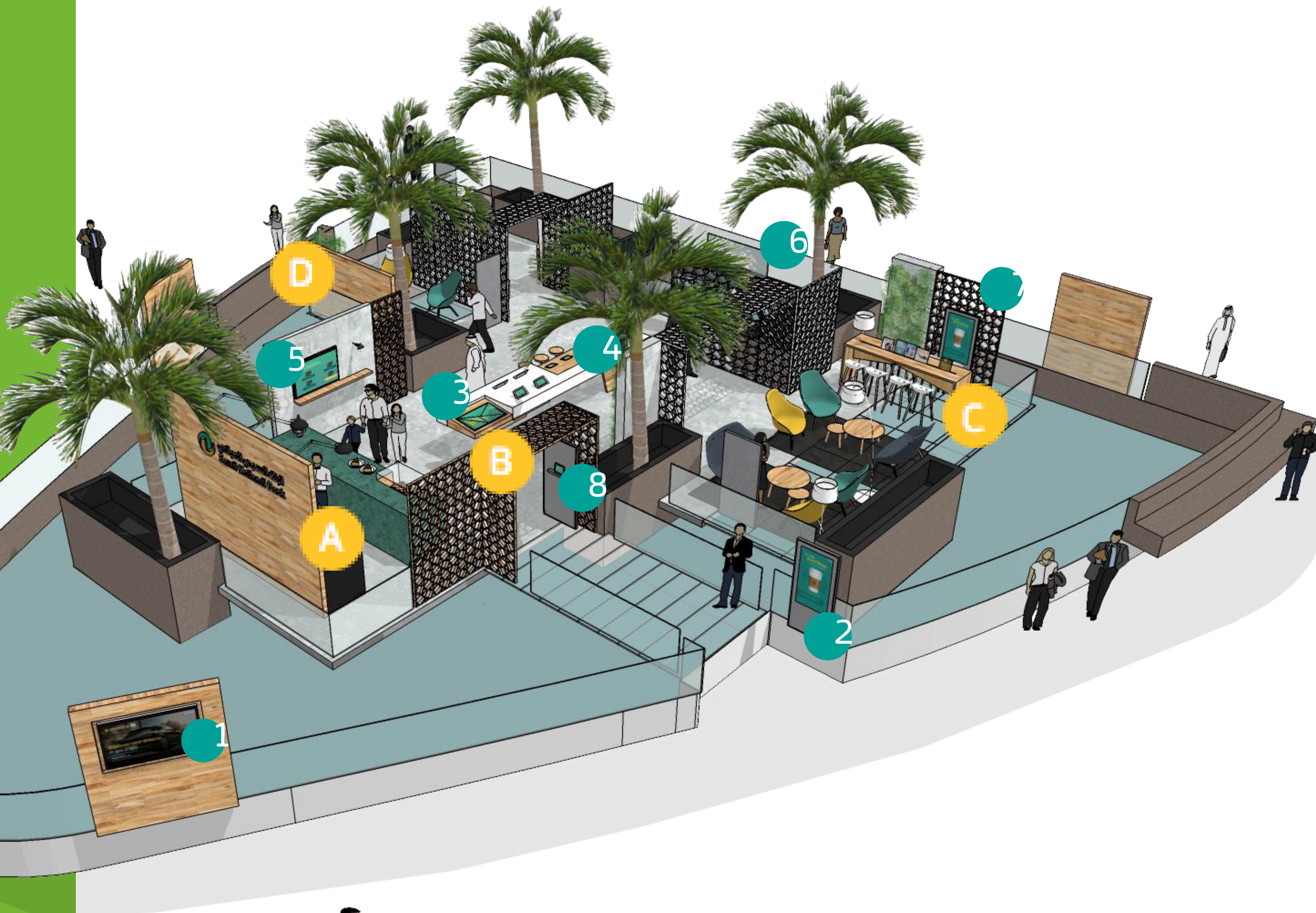
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Our Work

Customer **First**

In a comfortable and relaxed setting customers can apply for and instantly open an account, then receive their debit or credit card before finishing their coffee. Our self-service interactive video banking facility enables customers to conduct their advanced banking needs without having to take their time out to visit a traditional branch.

Cashing cheques and withdrawing ,money can also be completed at the IBDA branch. Using Optical Character Recognition (OCR) systems, we can read and register our customers information in the fraction of the time it used to take. Ultimately, the IBDA Café takes the difficulty out of day to day banking, letting you spend more time on the things that matter to you.

A Coffee counter		**C** Seating & social area	
B Experience area		**D** Ladies / private area	

1 External Attract	**5** Internal Interactive Wall	**3** Interactive Table	**7** Social Wall
2 Welcome Screen	**6** Expert Kiosk	**4** Product Tablets	**8** Customer Feedback

01 Interior Design

We wanted the IBDA Branch to be a fun and unique experience, taking traditional branch banking and turning it on its head. To achieve this, we needed to come up with an innovative concept for the interior design.

We wanted the first impressions of the branch amaze and excite customers. We chose a stunning design and intriguing mix of natural materials and vibrant interactive screens. We integrated digital screens and tablets that showcase the latest products in ways that engage customers and support simpler and faster product on boarding.

02 Fitout

Fitting out the branch was where things started to get very exciting. Everything we had planned starting to come together in Nakheel Mall.

This first stage of fitting out gave us a real chance to experience the space and interact with the new layout for this brilliantly innovative branch.

03 Hardware

Acquiring the hardware for this project required a lot of testing to see which brand and devices we wanted to use. Ultimately the devices we chose were based on their usability for the customers over everything else.

The IBDA Cafe was designed to take the stress out of every day banking, and the digital technologies we implemented are an extension of this concept.

04 Digital Experiences

Our digital experiences were built from the ground up to offer a painless banking process to our customers, and we think we've achieved this. Customers can now apply for and receive a credit card before they have even finished their coffee. Previously unheard of in the financial industry.

Extensive testing went into all of our digital experiences, but it wasn't all work. We had some fun testing the excellent 'Spin the wheel' application which offers our customers the chance to win various prizes while they are in the branch.

Our Work

HSBC

Digital **CSU**

Project to develop a Digital-first Customer Service Unit focused on Customer Self-Service Onboarding, FX and instant fulfilment

1

Upholstered shell

Branding & signalisation

HSBC

Comfortable lounge seat

Tray & cup-holder

Touch-screen

TEXTURIZED CONCRETE ARC.

BACK LIT LOGO

GREEN "PEINTURE" WALL + FOCAL POINT.

CLEAR WAY FINDING.

WINDOW DISPLAY

HSBC

WINDOW DISPLAY

SELF SERVICE MODULES FACING THE ENTRANCE

WOODEN SLATS FORM A "CURTAIN" WRAPPING THE ENTRANCE

Our Work

Emirates NBD

Digital **Branch**

Project to develop a Digital Branch Content Strategy, localization and personalization in branch products and services.

E2E Digital branch transformation from transaction services to advisory model

1. Application Start   2. Submit Information   3. Work through Steps   4. Complete

Our Work

Application deployed in branch