



Digital Branch Transformation

Digi-Branch™ Case Studies

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thynk | **DIGITAL**

Our Work

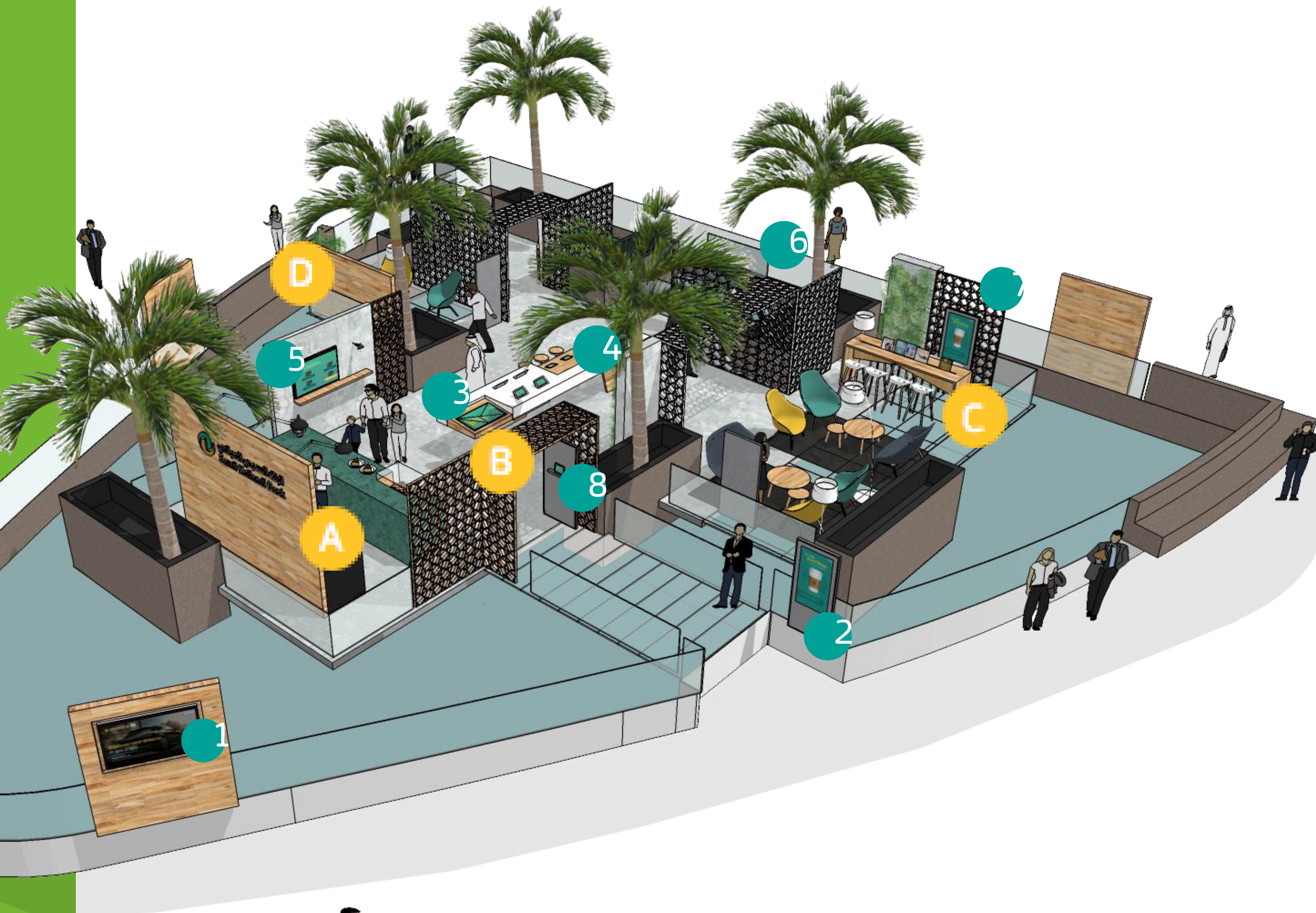




Customer **First**

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.



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

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.

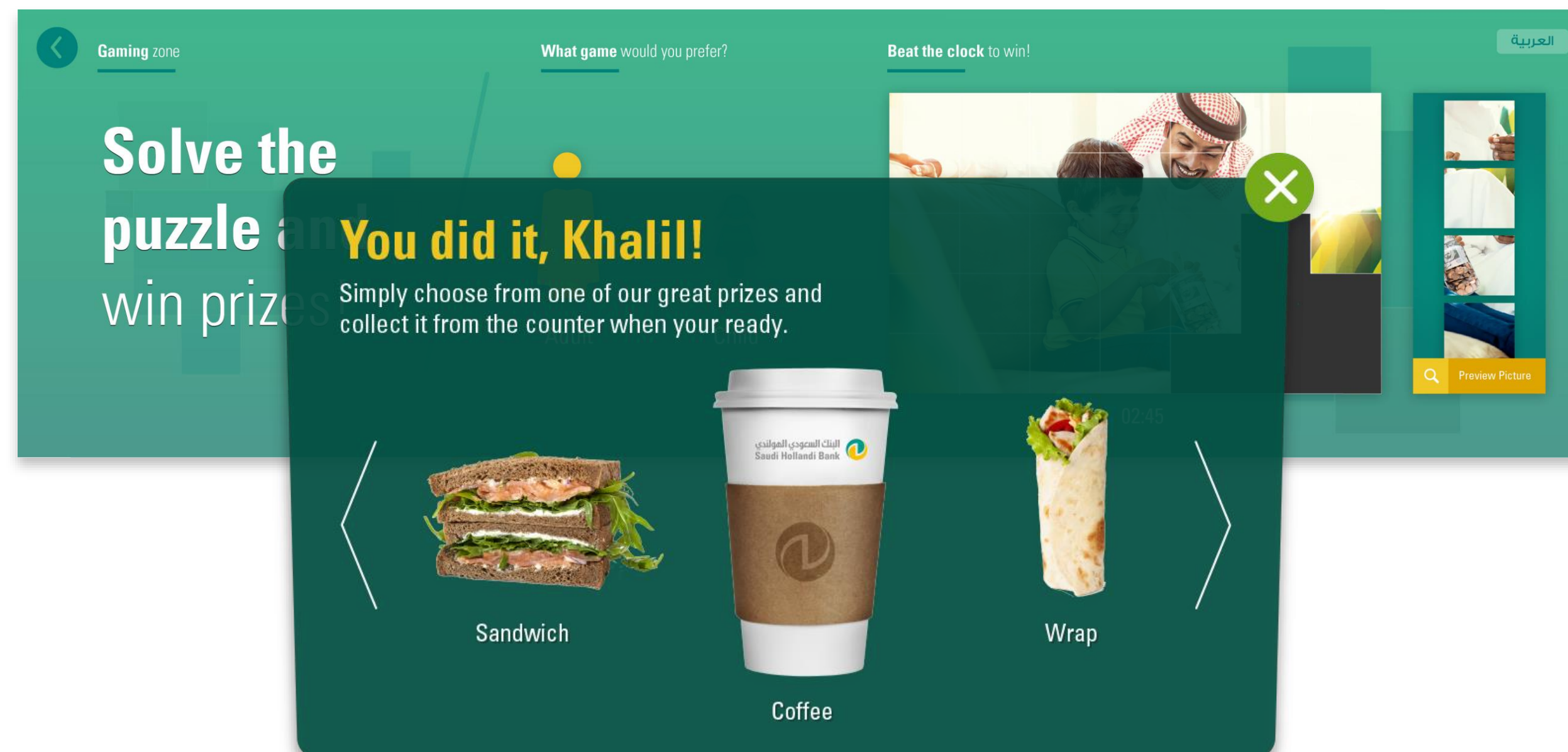
The IBDA Cafe was designed to take the stress out of every day banking, and the digital technologies we implemented are an extension of this concept.



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.





VOGUE

COSTA



LATTE COFFEE ESPRESSO

البنك السعودي الهولندي
Saudi Hollandi Bank



WELCOME



البنك الأهلي
Alahwal bank

Experience the...

Nakeel Mall
Digital Branch &
Coffe Shop

Discover the bank, do more with
your money, relax and enjoy a coffee.



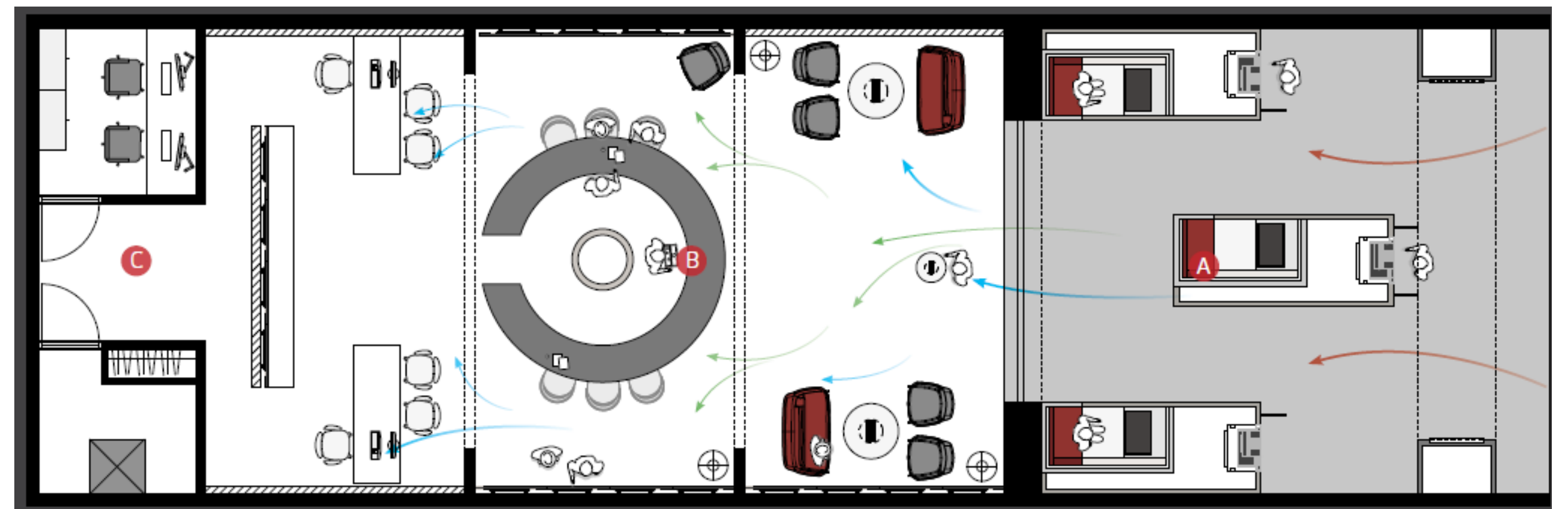
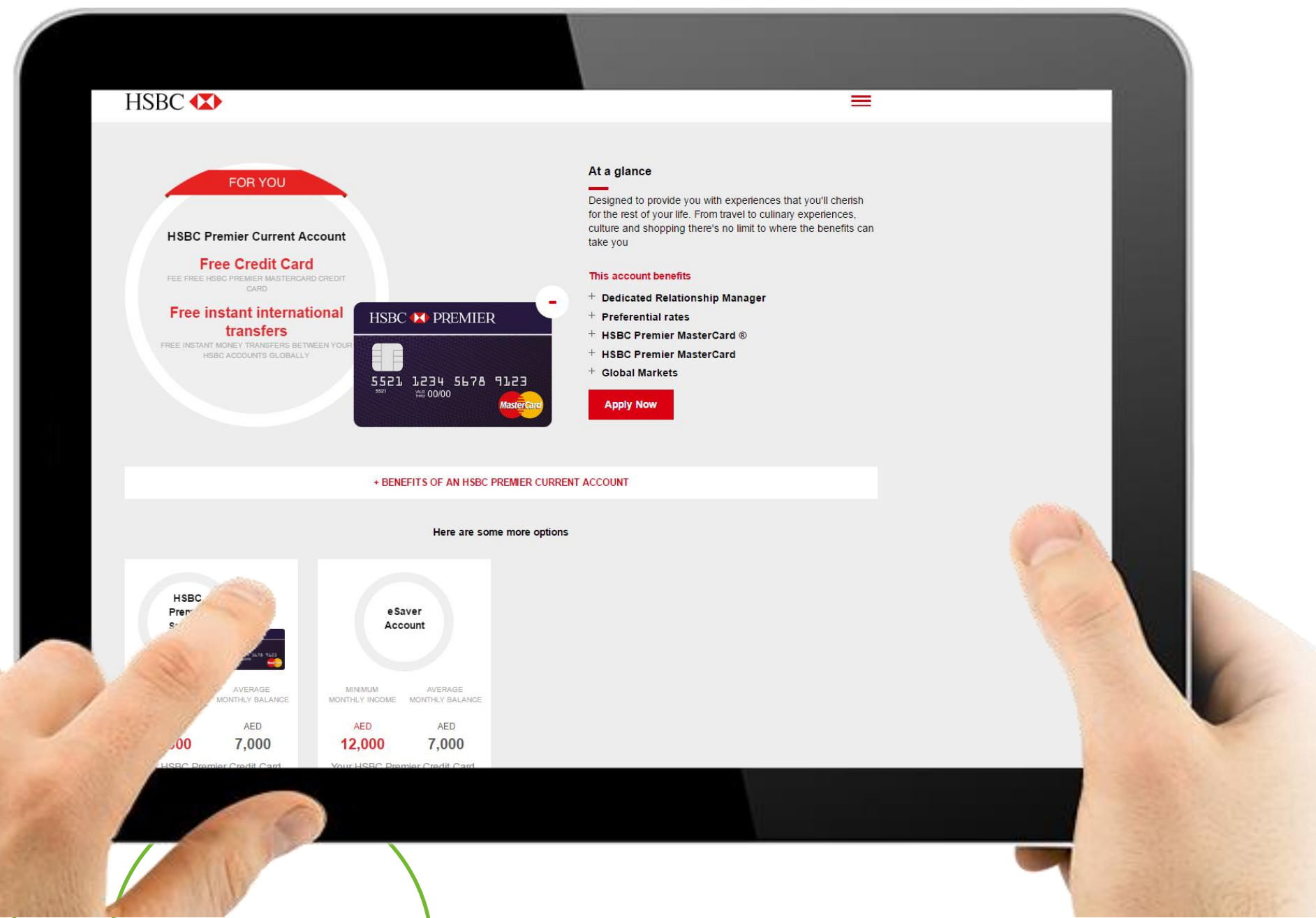
Our Work





Digital CSU

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



INTEGRATED WALL MODULE

1

Upholstered
shell

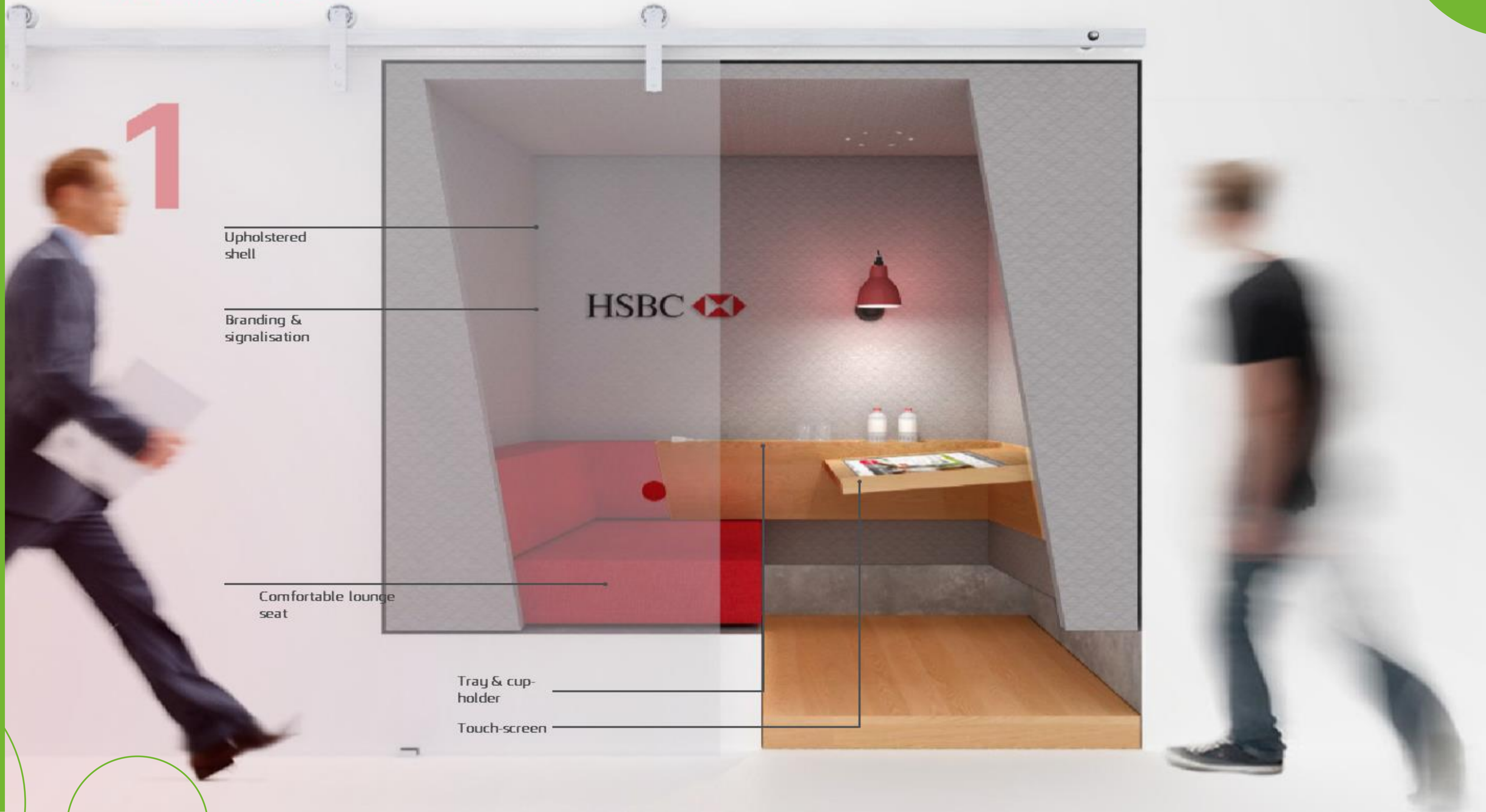
Branding &
signalisation

Comfortable lounge
seat

Tray & cup-
holder

Touch-screen

HSBC



HSBC

*Making banking straight forward,
personal and great value*

I WOULD LIKE TO APPLY FOR



Account



Credit Card



Loan









CHAT

CHAT

CHAT

ATM

HSBC
Come try our
experience

H



Our Work



ENBD Social Wall

Andrew Smith
Just now

I just got a free coffee at Emirates NBD by just tweeting about it... that's pretty cool!
#happy #banking #coolestbankever

Emirates NBD
3m ago

Did you log onto our FREE WIFI yet? If not... simply look for Emirates NBD and enter the password of free4you.

Khali24
5m ago

Discussing our future home whilst enjoying the coolest coffee in town, now that's great

Maher Mahmud
15m ago

Banking made easy!!! @Saudi Holandi Bank

Sarah Miller
45m ago

First time in Dubai! Are all banks like this in Dubai?!

Getting started with eBanking

How eBanking makes life easier

eBanking on your device

Why bank on your mobile?

We would all rather use our time to do things in life that make us smile. So, instead of standing in waiting lines, use our mobile app to do all your banking - anytime, anywhere.

With your bank eBanking, you can:

- Check your balances with ease
- Pay your bills in seconds
- Transfer money between accounts instantly
- Take advantage of useful tools like the necessary converter and the branch locator

Our Android app

How to get the app

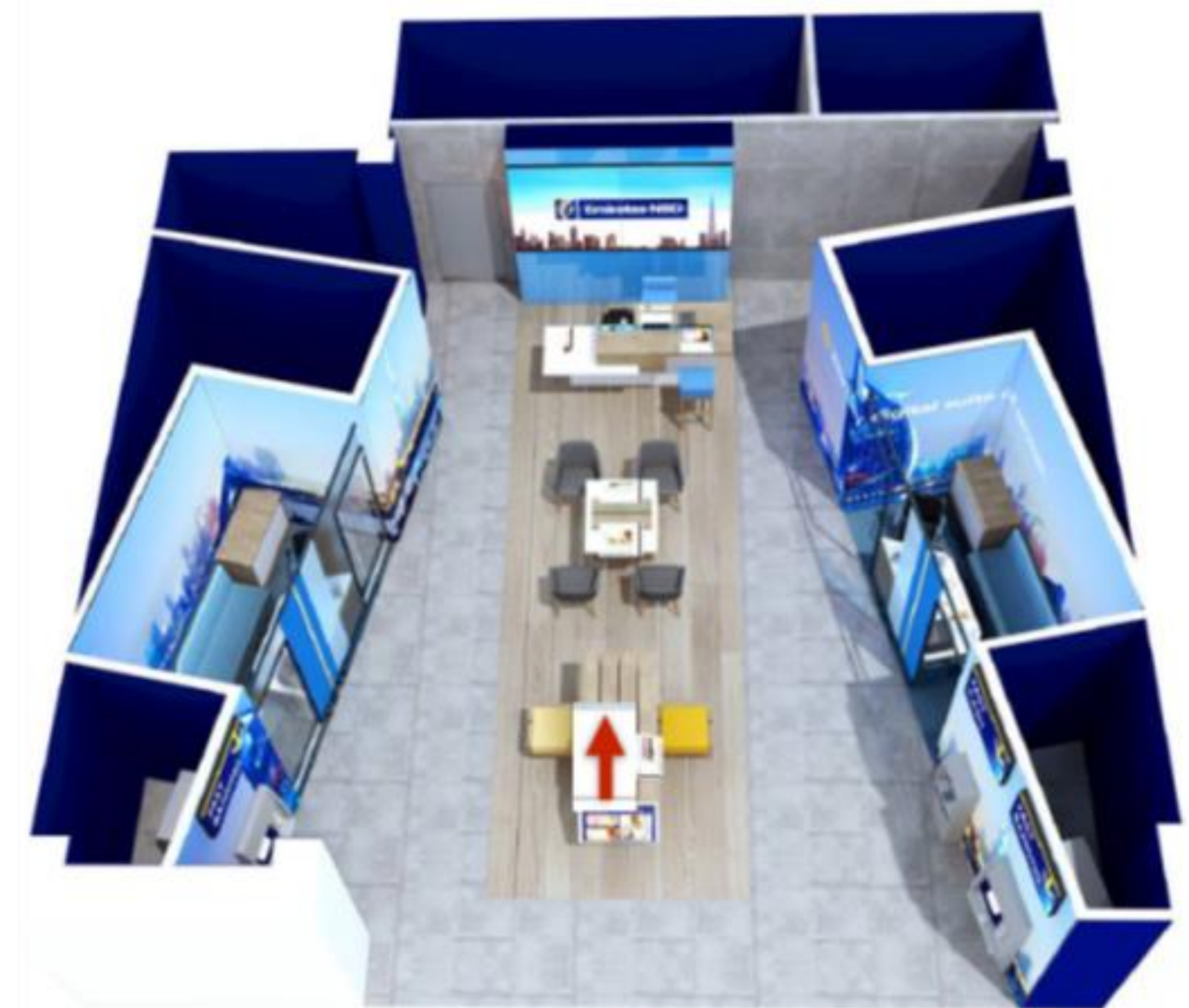
- Go to "Google Play" on your phone
- Search for "your bank Bank"
- Download

Or simply scan the code, and it will take you directly to the app

How do I scan this?

Not using an Android? Choose your device here!

your bank eBanking via web browser



Digital Branch

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

Enjoy unmatched privileges & benefits with our cards

Start enjoying simple banking with Emirates NBD...

Learn more

Products by category

Our Insurances

Our Loans

Other products

Banking Packages

Foreign Exchange

smartBUSINESS

Promotions

Deals

Business Banking

Latest offers

mePay enable account holders to transfer money to another customer's account using mobile numbers rather than bank account numbers. It takes only 30 seconds for the money transfer to take place.

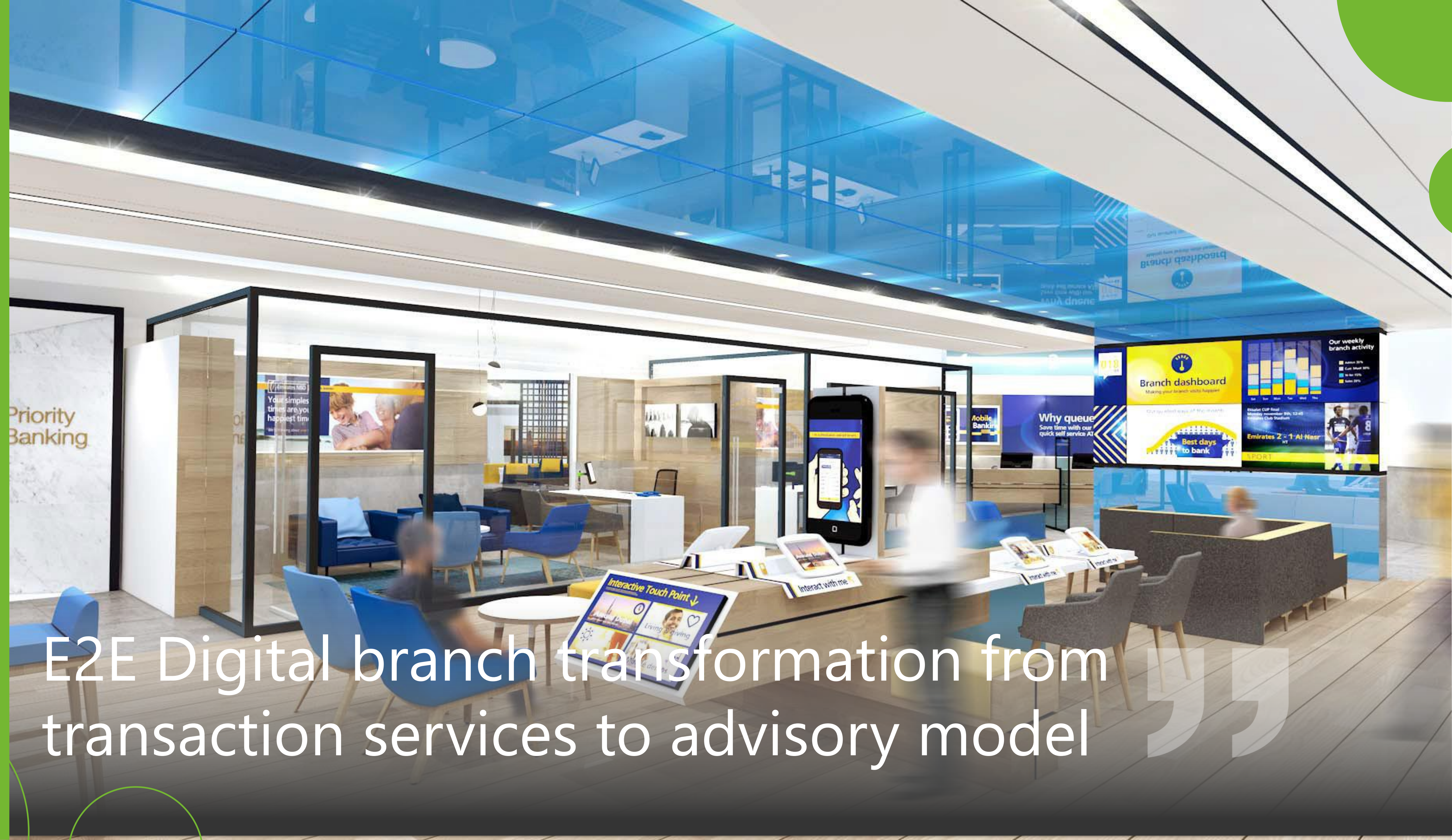
ITM is a video-based interactive technology which allows customers to conduct transactions & banking services driven by a centrally based teller, in a highly engaging real time video/audio interaction.

Smart Digital Forms

Cash Deposit

Cash Withdrawal

Funds Transfer



E2E Digital branch transformation from transaction services to advisory model

1. Application Start



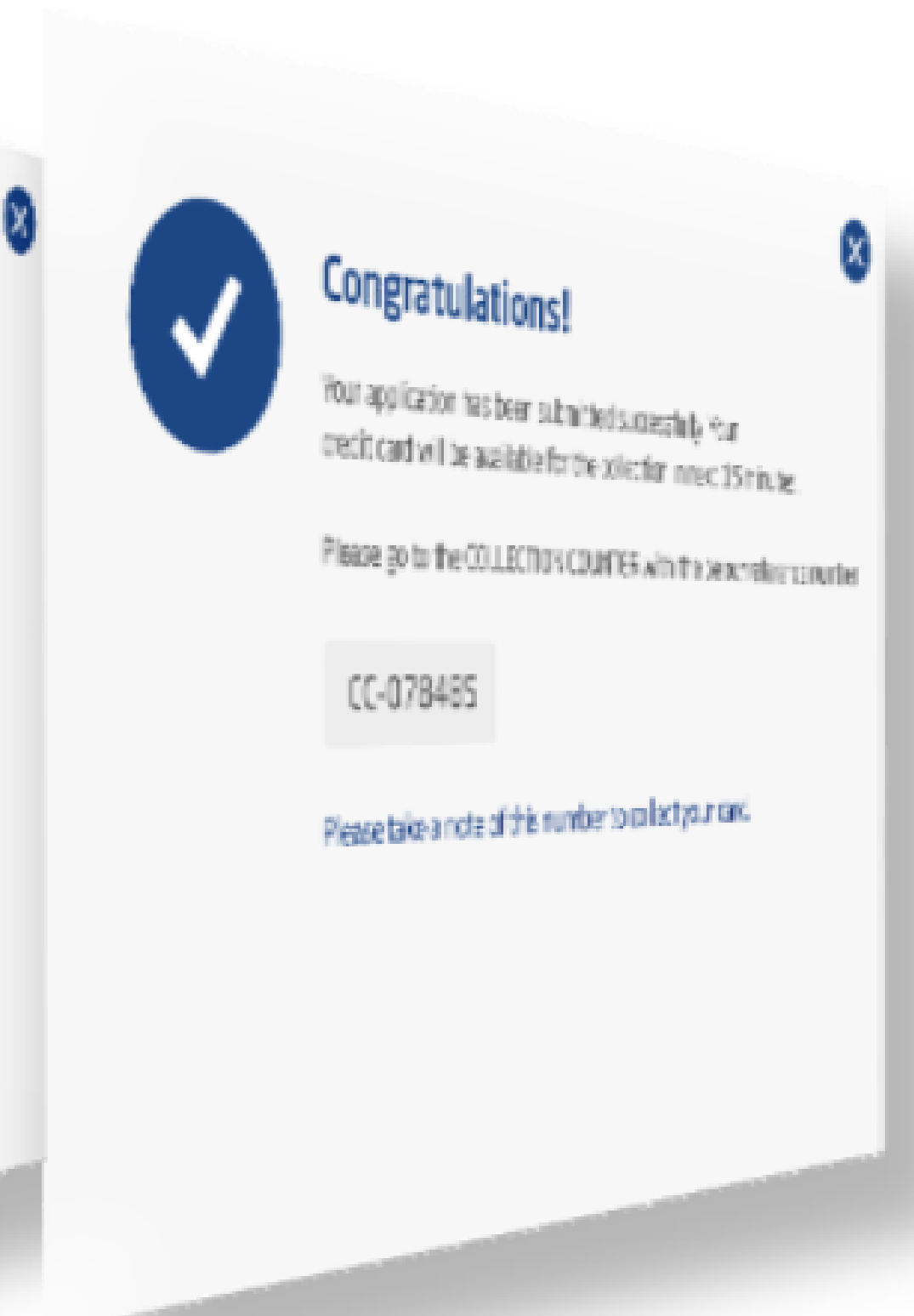
2. Submit Information

The screenshot shows the 'Platinum Credit Card Application' form, Step 1: Personal Details. The form includes fields for Name (Mohammed Kareem), Gender (M/F), Street Address, Email, Area, Mobile Number, and City. A 'Next' button is visible at the bottom right. The progress bar at the top shows '1. PERSONAL DETAILS' as the active step.

3. Work through Steps

The screenshot shows the 'Platinum Credit Card Application' form, Step 2: Professional Details. The form includes fields for Type of employment (Salaried), Monthly Salary, Office Contact Number, and a checkbox for 'Do I have a salary account with us?'. A 'Previous' button is visible at the bottom left, and a 'Next' button is visible at the bottom right. The progress bar at the top shows '2. PROFESSIONAL DETAILS' as the active step.

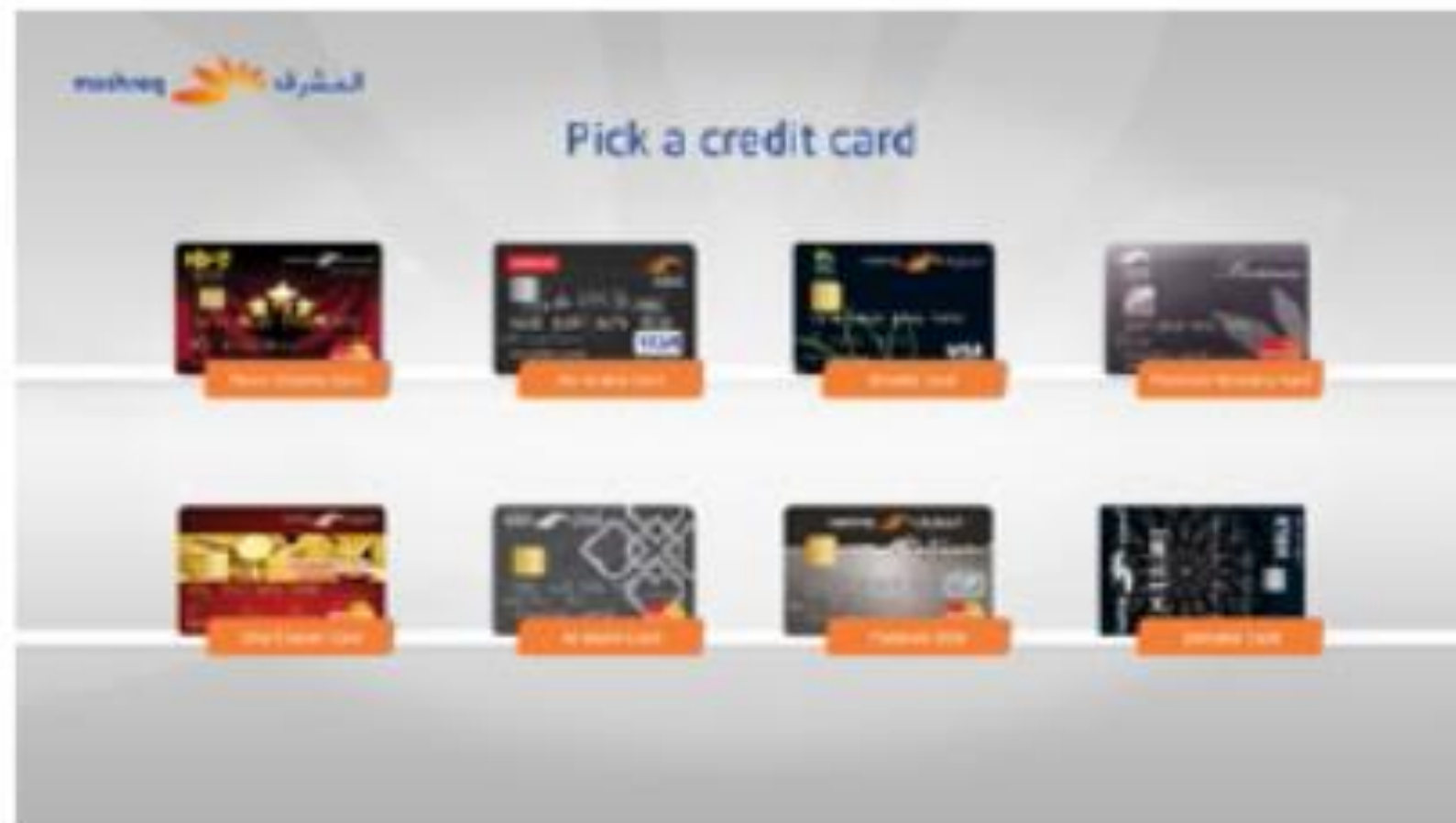
4. Complete



Our Work







Application deployed in branch





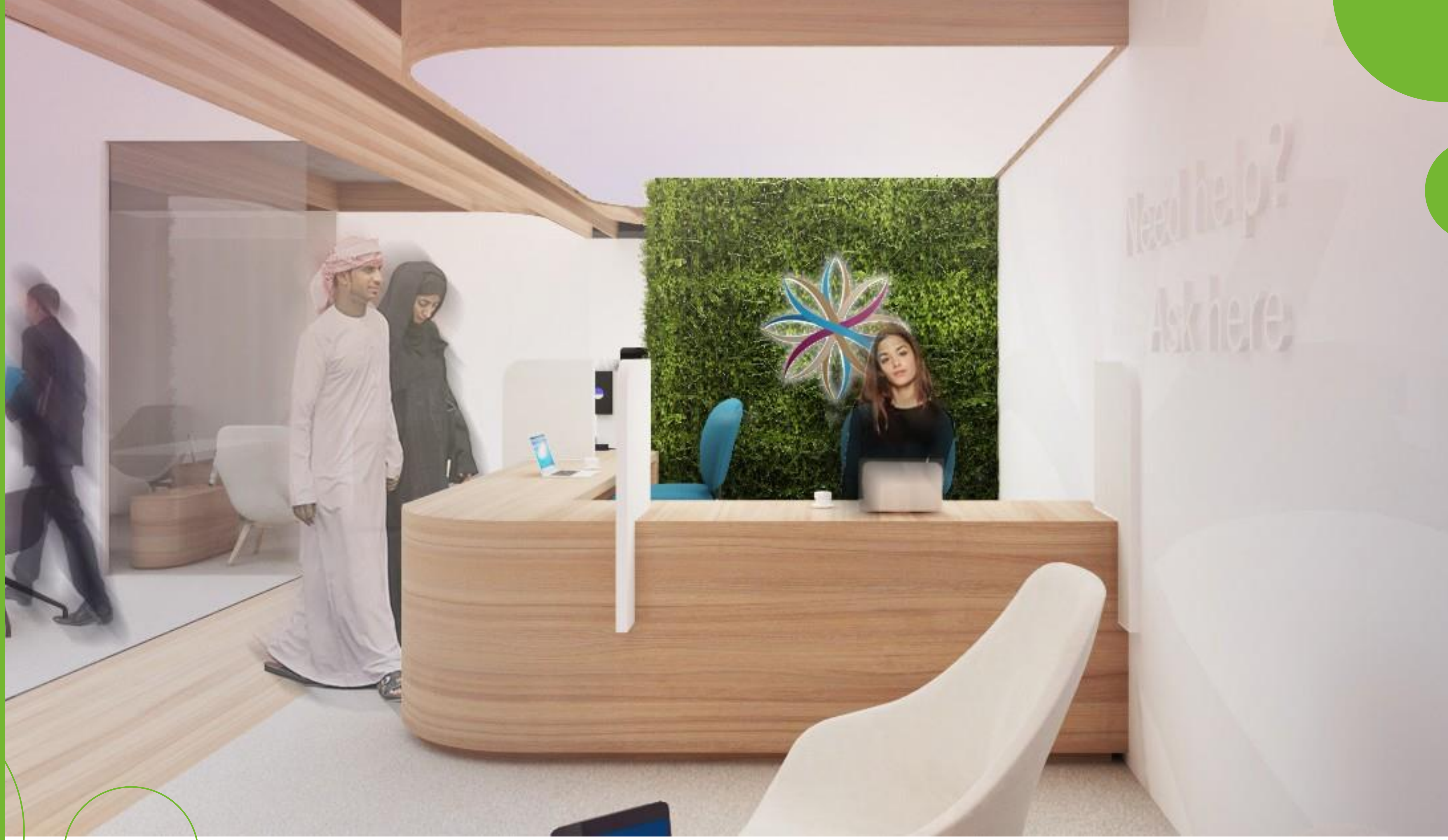




THE
FUTURE
WILL
BE
BRIGHT









Thank
You

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