



The future of bank branches.

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Branch bank transformation is motivated by customer demand for “convenience and the ability to do business anytime and everywhere”.



**ANY
TIME
ANYWHERE**



SPEED

- Speed
- Ease
- Convenience



Although digitally savvy, many consumers still see the physical branch as highly relevant and a vital component of their financial lives.



“Expectations & Experiences: Household Finances” survey

More consumers (39 %) prefer in-person interaction to online contact (36 %) as their primary avenue when they engage with a financial institution.



BRANCHES BOAST SOLID ROOTS

Not unexpectedly, seniors (63%) and boomers (45%) are most likely to visit a branch.

But a significant number of early (25%) and late (24%) millennials also prefer in-person experiences.



Many banks already are shifting how they do business to meet this “anytime, anywhere” mindset, with services such as instant card issuance more readily available.

More than half of consumers say that access to convenient services such as immediate card issuance would influence where they bank.

The number of branches in America is decreasing. In 2017, the number of bank branches in the US declined from 91,900 to 89,900, a 2.2% decrease.

Total branch deposits increased to \$11.9 trillion in 2017 (5.3% increase)



CONCLUSION

Banks must adapt to the reality that customers are moving to digital but still value the branch.



In response, leading banks will craft a seamless customer experience across physical and digital channels.



This is the future of bank branch strategy.



The image features two large, thick, black L-shaped corner brackets. One is positioned in the top-left corner, and the other is in the bottom-right corner, framing the central text. The background is a light beige color.

THANK YOU FOR
YOUR ATTENTION!