

Business case

Redefining the Branch Concept of Banking for a Retail Banking Industry Leader

PRACTICE

Sales & Marketing

SECTOR

Bank & Insurance

DURATION OF THE MISSION

3 months



Our client, a French leader in the retail banking industry, wants to overhaul its branch concept.

KEPLER offers to implement a new customer space concept following the mapping, design and optimization of the customer's experience and needs.

Context

In a context of reconquest in a very competitive sector, the bank wants to modernize its network of aging branches in order to:

- Offer the maximum of local services
- Modernize its image with customers and prospects
- Stand out from its competitors

Objective(s)

Magnifying Customer Experience

- Defining precisely the different uses expected and projected by customers and prospects (beyond architectural concept at first)
- Defining the essentials (common core) and the complements / variants (according to the potential for conquest, the branches size, the existing expertise, the existing markets, the other uses)

Our Approach

Bank & Insurance
Mission: 3 months

Methodology

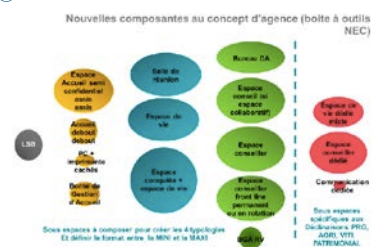
Levers & Tools

1 Ideation

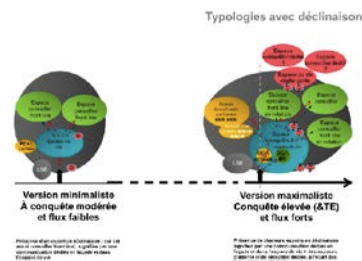
- Facilitating a strategic seminar to specify the expectations
- Leading and facilitating working groups (employees, customers) to identify perceived weaknesses and "differentiating" expectations
- Defining with the Sales Department the synergies between business lines expected within the branches according to their positioning

- Mapping the spaces**
- Designing and optimizing the customer journey**

Mapping the different services



Mapping of services and customer journey per use



Architectural concept based on KEPLER specifications



2 Designing the NCS (New Customer Space)

- Defining the different spaces according to their use
- Defining the different paths: customer, prospect in the branch
- Defining the different options of variations according to the size of the branch, the services available and the existing business lines

3 Realization

- Drafting specifications for the architect in charge of formatting and materializing



A concept praised by customers with prospect entering spontaneously «to have a look»



Original services, namely Self-Service Banking at 45° (customer security) or a space that can be shared to organize events in the branch



The initial idea was really to transform the bank branch with a “customer-dedicated space” that could be adapted to different routes and uses.

Also, instead of optimizing or modernizing an existing one, we started from scratch to accommodate all expectations as diverse as more security at the ATM, the opening of the space (transparency) or the modular uses of the place based on an urbanization of different needs.

The result and the customer feedback lived up to expectations beyond the superb implementation of the concept by the architect.



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