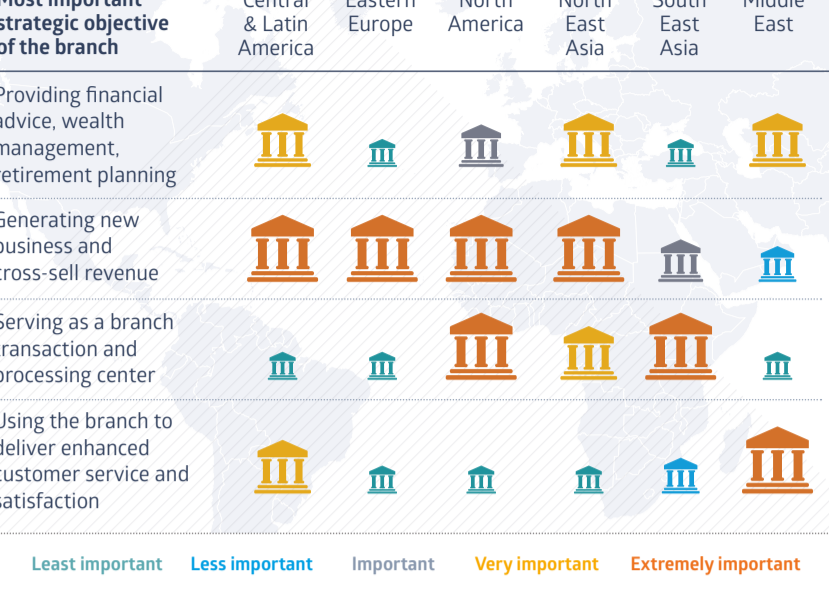


# Branch Transformation: Moving Beyond Cost Reduction and Self-Service

Banks around the world are urgently redefining how bank branches are used to support their customers. But there is no 'one size fits all' option – branch transformation must reflect the structure, maturity and cultural norms of the market and of the bank institution itself.



Most banks have implemented some type of **branch transformation initiative**. In mature markets, transformation focus is moving beyond cost reduction.

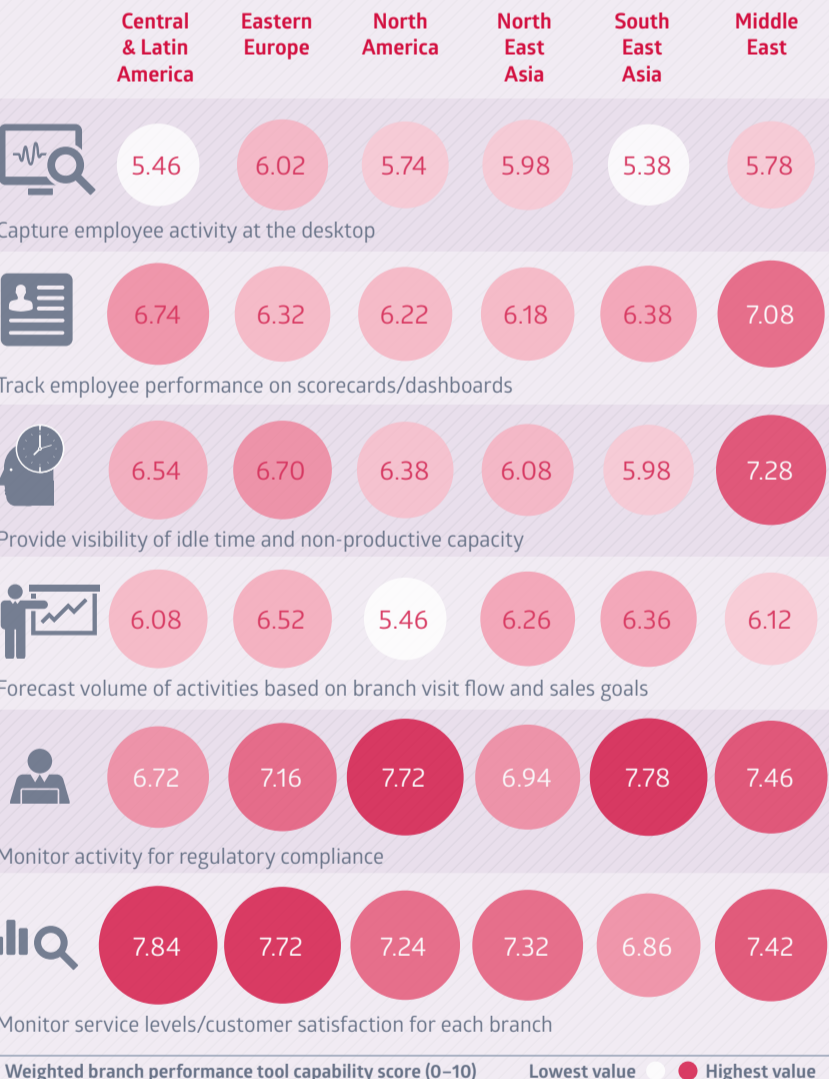


As branch transformation shifts from a cost reduction focus to a **customer engagement, sales and efficiency focus**, managing the performance of branch staff will emerge as a critical challenge.

The most significant current and emerging branch challenges include:



Key capabilities banks are looking for include the **ability to monitor service levels / customer satisfaction** for each branch, and to **monitor activities for regulatory compliance**.



Investment in branch technology over the next 18 months will be aimed at driving customer satisfaction and optimizing the effectiveness of branch staff.

