



**Are You Ready for the
Next Phase in Branch
Transformation?**

Our Speakers



Daniel Mayo

Chief Analyst,

Financial Services
Technology, Ovum



Jenni Palocsik

Director,

Solutions Marketing, Verint

Webinar Overview

- **Interactive format** – 30 min length
- **Polling questions** – please participate as we'll share the collective results during the webinar and appreciate your input into the data
- **Overview:**
 - Changing customer attitudes and expectations and other factors are driving radical change of bank products and services and how these are delivered to customers
 - Integral to this is bank branch transformation
 - Data for today's webinar is from a recent independent piece of research commissioned by Verint and conducted by Ovum looking at the key priorities and areas of IT investment supporting bank branch transformation



What is ‘bank branch transformation?’

Ovum conducted in-depth interviews with 300 senior decision makers from retail banks around the globe



The most significant current and emerging branch challenges include:



Providing a consistent and integrated experience across branch, call center and digital channels



Ensuring regulatory compliance of activities performed in branch



Driving sales revenues per branch employee



Addressing inefficient processes requiring manual



Reducing branch operating expenses



Managing the performance of branch

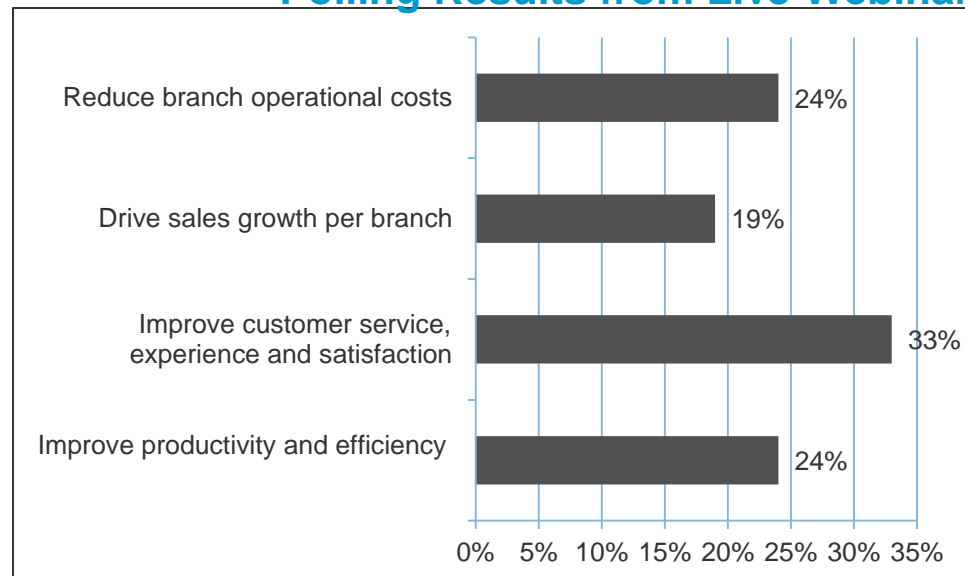


Polling Question 1

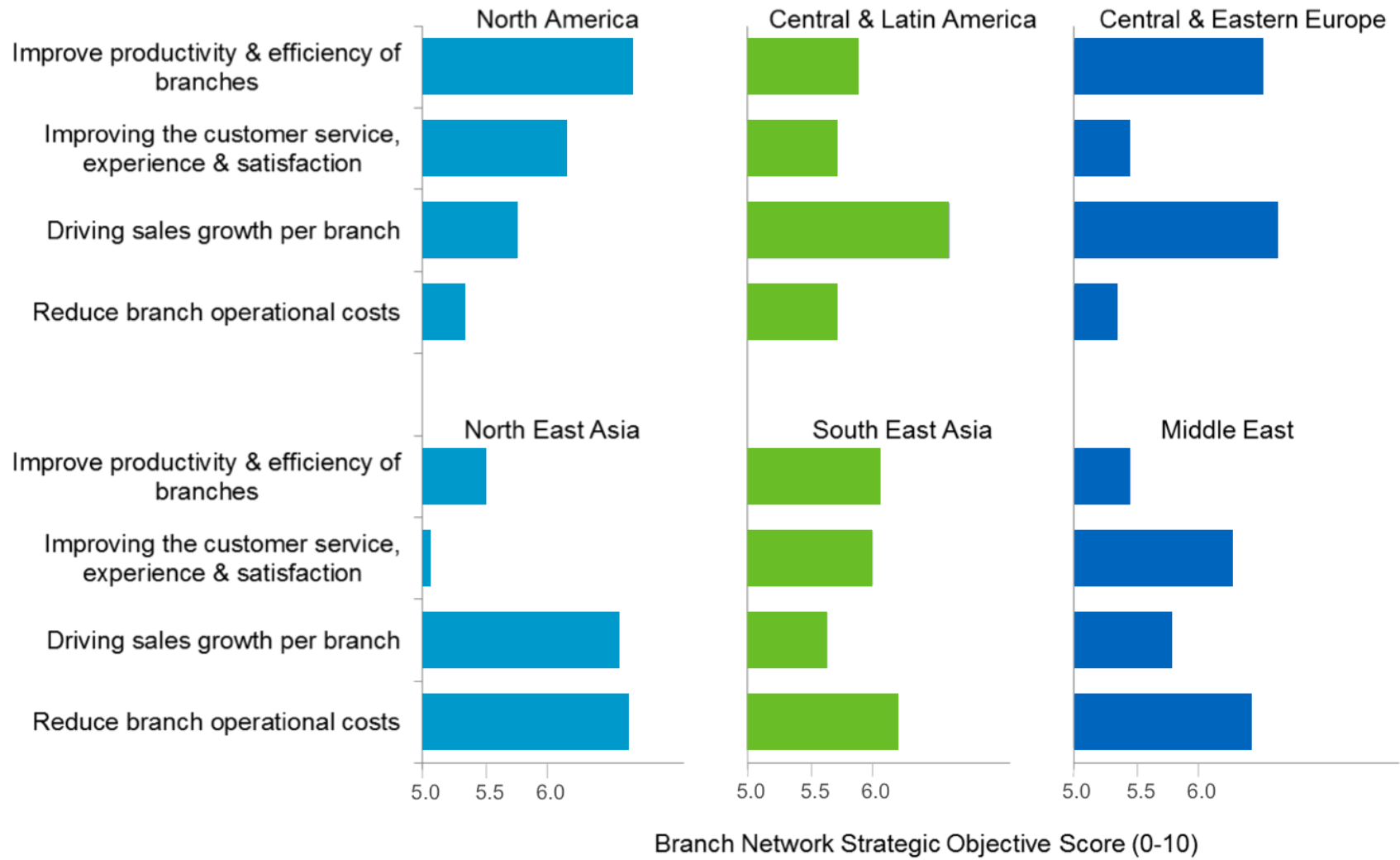
What would you say is **your bank's top strategic priority TODAY regarding its branch network?**

- a) Improve productivity and efficiency
- b) Improve customer service, experience and satisfaction
- c) Drive sales growth per branch
- d) Reduce branch operational costs

Polling Results from Live Webinar



Strategic Priorities for the Branch Network by Region





Polling Question 2

Regarding your bank's top challenge to branch transformation:

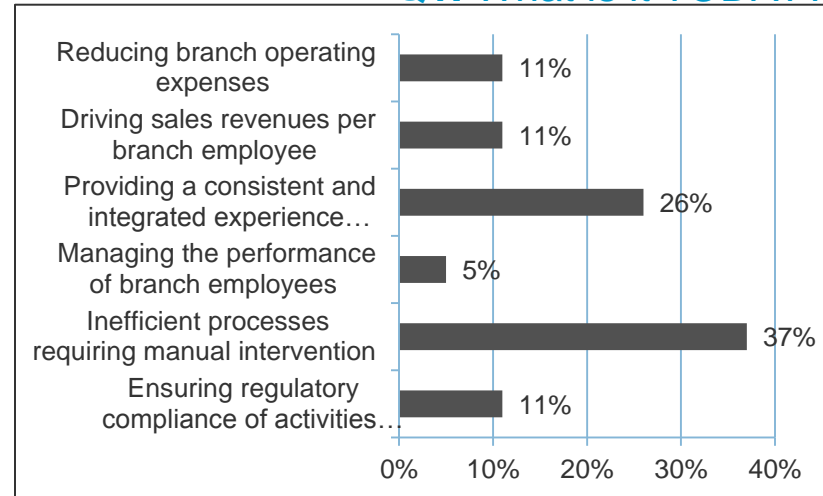
Q1. What is it TODAY?

Q2. What do you expect it to be in 2 years?

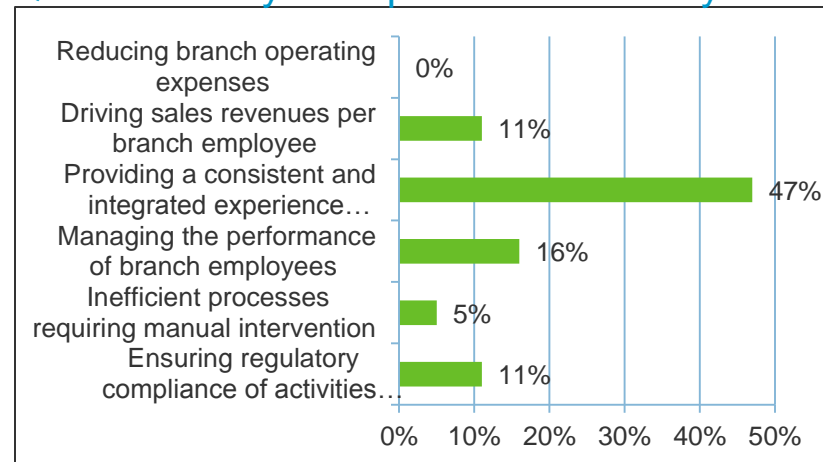
- a) Ensuring regulatory compliance of activities performed in the branch
- b) Inefficient processes requiring manual intervention
- c) Managing the performance of branch employees
- d) Providing a consistent and integrated experience across branch, call center and digital channels
- e) Driving sales revenues per branch employee
- f) Reducing branch operating expenses

Polling Results from Live Webinar

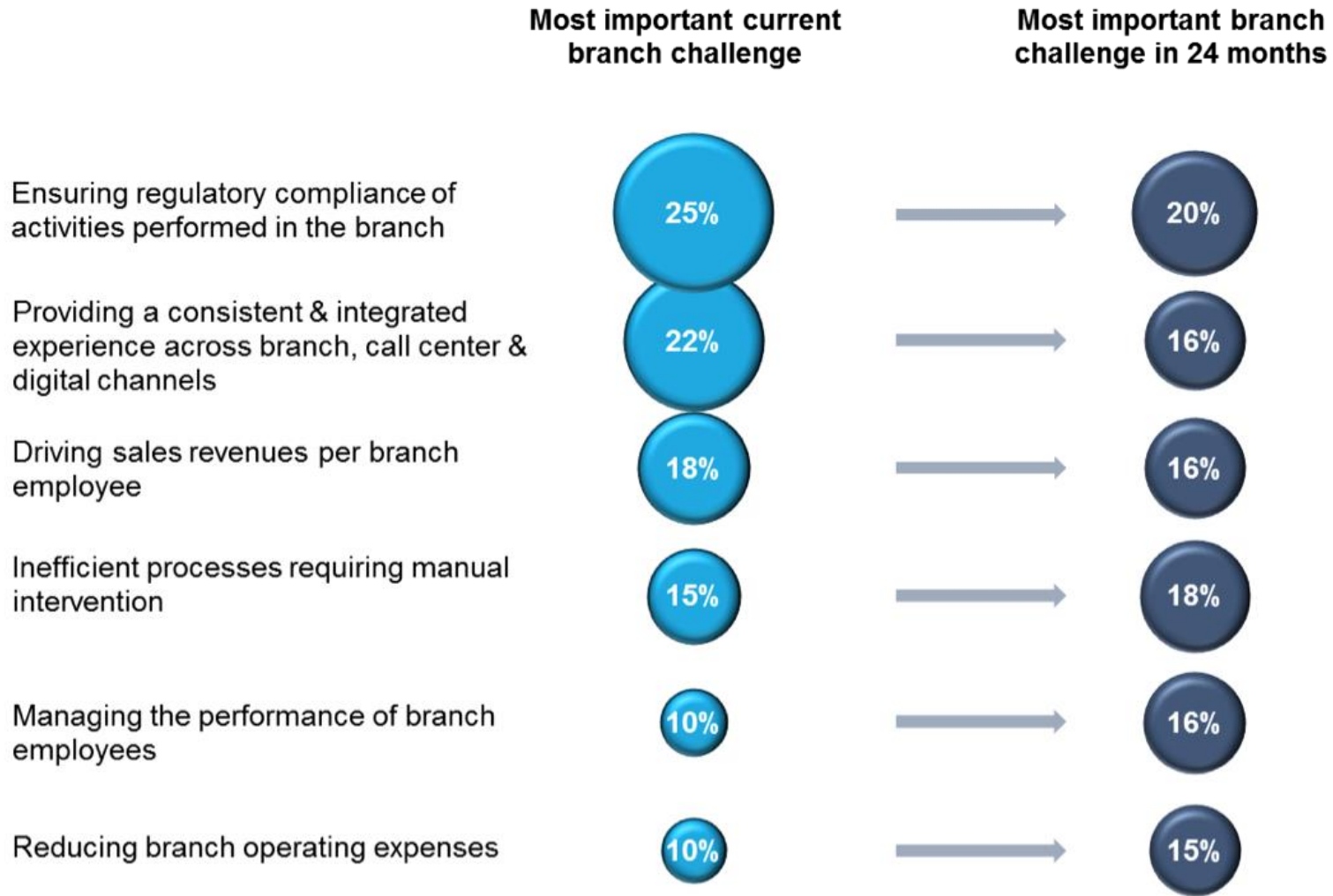
Q1. What is it TODAY?



Q2. What do you expect it to be in 2 years?

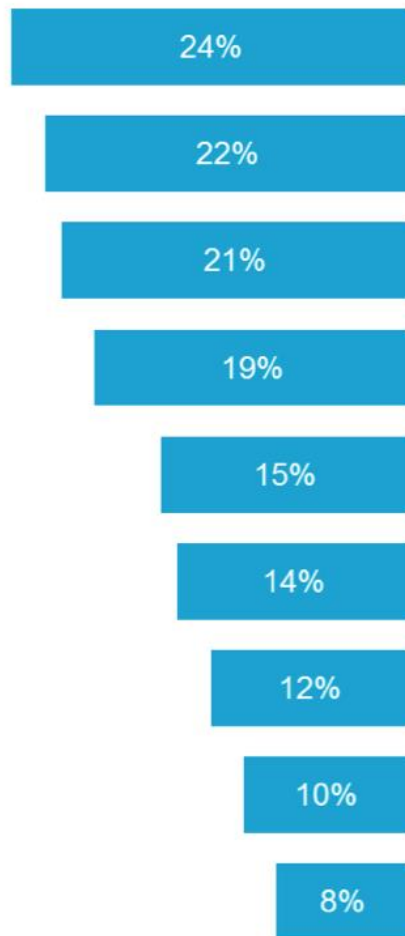


Most Important Current & Emerging Branch Challenges – All Regions

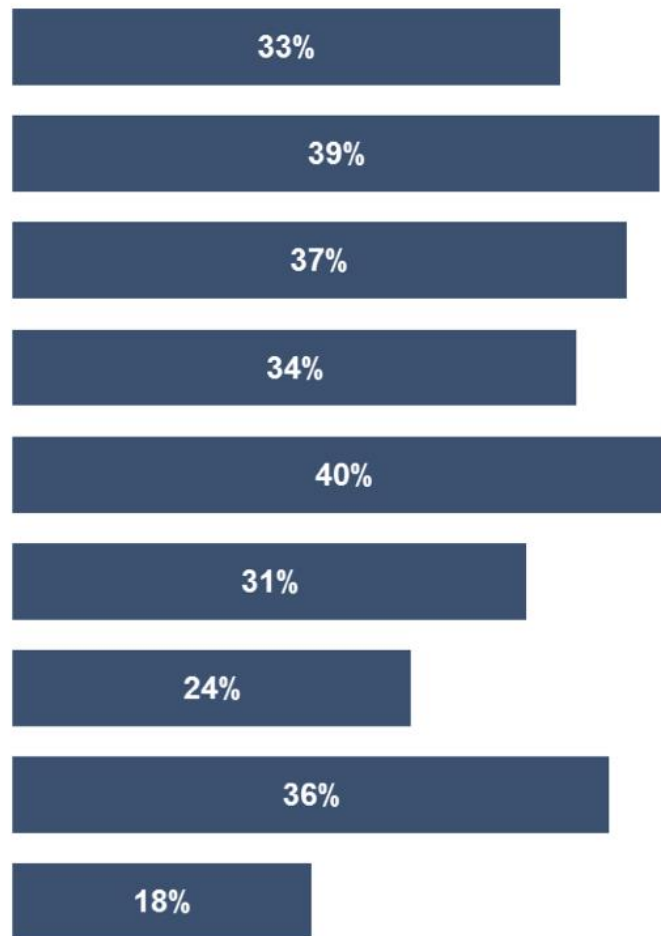


Key Investment Priorities Supporting Branch Transformation

% of Respondents That
Will Buy Within 18
Months



% of Respondents That
Are Currently Piloting





Bank Branch Transformation – Key Takeaways

- The need for bank branch transformation is universal, but there is no ‘one size fits all’ answer
- There is an urgent need for banks to have a branch transformation strategy
- Branch transformation is an on-going evolution
- Strategy must look beyond cost reduction and automation
- Optimizing the branch workforce is a critical next phase of branch transformation

Thank you for attending!

Contact Us:

- **Daniel Mayo** Chief Analyst, Financial Services Technology, Ovum
daniel.mayo@Ovum.com
- **Jenni Palocsik** Director, Solutions Marketing, Verint
Jenni.Palocsik@verint.com

All registered attendees will receive a complimentary copy of Ovum's report, "The role of workforce optimization in bank branch transformation" along with the webinar recording and slide presentation.

ovum

The role of workforce optimization in bank branch transformation

Branch Transformation: Moving Beyond Cost Reduction and Self-Service

ovum

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 important strategic objective of the branch	Central & Latin America	Eastern Europe	North America	North East Asia	South East Asia	Middle East
Providing financial advice, wealth management, retirement planning	4	3	2	4	3	4
Generating new business and cross-sell revenue	4	4	4	4	3	2
Serving as a branch transaction and processing center	2	2	4	4	4	2
Using the branch to deliver enhanced customer service and satisfaction	4	2	2	2	2	4

Least important Less important Important Very important Extremely important

Ovum White Paper | Publication Date: April 2015

Charles Juniper

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: