

## One Size Fits All Does Not Apply: Deconstructing "The Branch Of The Future"

Jan. 29, 2013 | 2:00-3:00 p.m. ET

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Even as financial institutions (FIs) continue to invest in self-service channels to enhance functionality and improve the customer experience, the branch remains a critical channel for customer acquisition and retention. Consumers across all generational segments still prefer the branch for opening new accounts, applying for loans, resolving problems and handling complex customer service issues. In the future, branch staff will continue to play a key role in developing and expanding customer relationships and providing financial advice.

During this webinar, you'll learn:

- How to migrate to a 'hub and spoke' branch network that can reduce distribution network costs
- How to improve branch operational efficiency through branch redesign and better usage of self-service technology inside the branch
- How to enhance the branch customer experience and the changes in staffing mix and processes required to deliver that experience
- How FIs can leverage emerging technologies to improve efficiencies and combat fraud at the drive-up

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