

## network optimization

We examine your existing branch network to determine how well it serves your customers and what would make it more effective (renovate/relocate/close). In addition, we analyze expansion opportunities to identify where additional branches or ATMs are needed, either to fill gaps in the existing footprint or expand to new markets.

## site feasibility

We evaluate the viability of a potential branch or ATM location. The analysis is supported with a market overview and trade area analysis, connecting demographic data, retail environment, competitive presence, and local real estate development.

## branch experience program

We collaborate with your team to develop a comprehensive plan that defines the choreography for key sales and service interactions. We deliver skill and behavioral training to your associates to support the new client experience and branch choreography. We assess your current staffing configurations and determine at which branches a universal banker strategy is appropriate. We address changes to human capital elements required to ensure the success of the new concept, including writing job descriptions, recruiting strategies, and onboarding.

# SOLVE.

# DISCOVER.

## expansion analysis

We leverage geospatial tools to gain a deeper understanding of your network's coverage of both existing and expansion markets. We connect demographics, opportunity, and competitive and retail environments to identify intersection-level recommendations for future locations.

# CONNECT.



## branch concept development

We create 2D/3D conceptual renderings of existing or de novo branches. Focusing on layout and traffic flow, we craft a convenient and meaningful experience that enhances the client's ability to connect, discover, solve during their way-finding journey. Our high-level implementation plan reshapes human capital components and processes to support the new branch design.