

10 STEPS TO HUMANISING A DIGITAL BRANCH EXPERIENCE

Please get in touch if you would like to talk about:

BRANCH DESIGN
FORMAT STRATEGY
DIGITAL BRANCHES
OMNI-CHANNEL BANKING

or anything else relating to your bank's brand and the customer experience you offer.

Visit: i-amonline.com.
Or email maria@i-amonline.com

1

Mobile applications

to locate the nearest branch and make an appointment



2

Touch-screens

in the window to answer basic questions and browse 24/7



3

Self-service lobbies

open 24 hours a day for secure banking



4

Roaming staff

with tablets for instant answers



5

Customer management

system to fast-track customers to the right adviser or service



6

A paperless environment:

no stacks of paper, leaflets or posters



7

Video links

to a range of specialist, remote advisers available 24/7



8

Computer screens

shared between staff and advisers – no hidden information



9

Reactive promotional

screens that respond to age and gender



10

Service quality

measured at departure.

