

# Let's Talk Transformation of Your Branch

Extraco Consulting doesn't only understand the banking business, we are bankers first and foremost with vast experience adapting to the changing environment successfully.

**Create Efficiencies**

**Improve the Customer Experience**

**Minimize Physical Space**

**Maximize Capital Investments**

**Utilizing Non-Traditional Delivery Channels to Enhance the Lobby Experience**

**Generate New Revenue Streams**

Tailored Solutions | Proven Methods | Tangible Results

## TRANSFORMATION OF THE OVERALL BANKING **BUSINESS MODEL**

The quality of the branch experience — which directly influences the customer experience and sales production — is driven by the quality of the frontline employees, and the tools that can help them provide enriched, consistent and personal interactions with customers. **Our model and method focuses on:**

- Award Winning Branch Transformation Strategy
- Lobby Layout Assessment & Recommendation
- Customer Traffic Flow Analysis and Guidance
- Process/Workflow Analysis and Guidance
- Technology Analysis and Recommendations
- Delivery Channel Analysis, Design and Guidance
- Recycler Implementation, Training, and Balancing Guidance
- Employee Education/Training
- Video Tellers, Implementation, Balancing, & Training
- Customer Change Management and Education

**1-888-797-7468**  
extracoconsulting.com



*“Of all the banks Celent has researched, Extraco Banks may best illustrate the cultural, technical, and physical transformation needed to address today’s challenges.”*

**Bob Meara**  
Senior Analyst,  
Banking Group - Celent



## A HOLISTIC APPROACH TO BRANCH TRANSFORMATION

### Setting the Direction

- Strategic Planning
- Organizational Structure
- Branch Transformation Strategy
- Project Plan Development
- Project Management and Support
- Change Management Seminars

### Refining Processes

- Retail Job Design Guidance
- Retail Hiring Process Guidance
- Retail Frontline Process Refinement Guidance
- Innovation and Continuous Improvement Routine Assessment and Recommendation
- Retail Compensation and Incentive Plan Evaluation and Recommendation
- Customer Feedback and Satisfaction Routines
- Customer Retention Review and Recommendation

### Removing Barriers

- Lobby Layout Assessment & Recommendation
- Product Review and Recommendation
- Marketing Assessment & Recommendation
- Customer Education and Change Management
- Alternative Delivery Channel Development

### Build Your People

- Customer Experience Training
- Referral Based Sales Training
- SWARM Banking Certification & Pilot Assistance
- Customer Change Management Workshop
- Customer Education Best Practices Workshop
- Retail Management Routines and Best Practices
- Manager/Supervisor Mentor Programs
- Leadership Talent Development Programs
- Reward and Recognition Assessment & Development

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