

# EXECUTIVE REPORT

## Branch Banking: Best Practice and Case Studies

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### Overview:

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This executive report reviews the ways in which the branch has been developed by a range of institutions, as a means of testing new concepts, and then mobilising best practice for maximum effectiveness. It goes on to discuss how branch-led delivery channel strategies are facilitating the market entry of a number of major new competitors, including the post office and leading retailers.

Each of the institutions discussed in the report has taken its own distinctive approach to the development of a new generation of branches. There are however, a number of factors that are common to success in all branch strategies which this report seeks to illustrate.

The report concludes with a checklist of strategic and practical issues, and observations, illustrated within the report, for branch strategy and delivery channel executives to consider.

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