

Branch Banking III

Case studies of successful transformation



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EXECUTIVE REPORTS

Branch Banking III: Case studies of successful transformation

Branch Banking II: Case studies for the next generation

Overview:

RBR's popular Branch Banking executive report series provides unique insights into best practice in retail banking around the world. At a time when retail banks are increasingly looking to "transform" their branches, these reports provide case studies of successful transformation, illustrated with numerous photos and accompanied by insightful commentary, providing the reader with the chance to observe the diversity of initiatives retail banks are taking to attract and retain customers and improve profitability. Whether you are a bank, a supplier, or other industry participant, these case studies will inspire you to better serve your customers.

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