Branch Banking III

Case studies of successful transformation



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.

Table of Contents

Branch Banking III

EXECUTIVE SUMMARY

CASE STUDIES

- 1. ActivoBank (Millenium bcp group), Portugal
- 2. Bank Audi Group (Odeabank), Turkey
- 3. BDO Unibank (BDO), The Philippines
- 4. BMO Financial Group, Canada
- 5. Bank of Queensland (BOQ), Australia
- 6. Chase Bank, USA
- 7. CIBC, Canada
- 8. Commercial Bank of Dubai (CBD), UAE
- 9. ING Group, The Netherlands and Italy
- 10. mBank, Poland
- 11. Nationwide Building Society, UK
- 12. Numerica Credit Union, USA
- 13. OCBC Bank, Singapore
- 14. State Bank of India (SBI), India
- 15. Vancouver City Savings Credit Union, Canada
- 16. Westpac Bank, New Zealand
- 17. Small business in Eastern Europe

ANALYSIS OF KEY THEMES

- 18. Branch types
- 19. In-store branches
- 20. The shared branch
- 21. Developing the branch for the future
- 22. Managing the branch network assets
- 23. Conclusions

APPENDIX

Branch Banking II

WIDE RANGING BRANCH INNOVATION

I. Barclays Bank, UK

EXECUTIVE SUMMARY

- 2. Credit Union Australia (CUA), Australia
- 3. ING Group, The Netherlands
- 4. ICICI Bank, India
- 5. Jyske Bank, Denmark
- 6. Westpac, New Zealand
- 7. The branch and post office banking
- 8. The branch in different roles

ALIGNING BRANCHES AND SEGMENTS

- 9. Deutsche Bank, Germany
- 10. DBS, Singapore
- 11. North Shore Credit Union (NSCU), Canada
- 12. OCBC Bank, Singapore
- 13. UniCredit Bulbank, Bulgaria

DRIVERS OF SUCCESS

- 14. Location
- 15. Branch design
- 16. Staff competences
- 17. Brand at the branch
- 18. Network asset management
- 19. Self-service
- 20. In-store branches the critical success factors

APPENDIX

ORDER FORM

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