



PRESS RELEASE

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The annual conference helping to shape the bank branch for the next generation

RBR's industry-leading Branch Transformation 2019 conference and expo returns to London on 19th and 20th November for its tenth edition, offering an opportunity to learn from some of the world's most innovative banks

Santander, Citibank, ING, Lloyds Banking Group, BNP Paribas and Sberbank will be among the institutions sharing their insights and expertise with delegates at the *Branch Transformation 2019* conference in London this autumn.

How can the branch continue to serve customers – and banks?

The role, and purpose, of branch banking are evolving in near-real time, influenced by changing customer behaviour and economic imperatives. The familiar high street fortresses of old are rapidly disappearing in favour of new formats that would hardly be recognisable to bank customers of the past. In a world where digital channels are displacing the manual transactions that used to dominate branch activity, how can the branch secure its place in the banking ecosystem of the future?

The answer lies in the fact that the branch is still the key channel for acquiring new customers, and generating sales – as some branches are closed, the ones that remain will take on greater importance. The bank that can use its branches to build positive customer relationships will gain a competitive advantage over its rivals.

Branch transformation is not just cosmetic – it has to be underpinned by firm business objectives. A redesigned branch is no use if it doesn't enhance the customer experience, leading to increased satisfaction, sales and revenue, and improve the bank's reputation in an ever more competitive marketplace. The speaker agenda at *Branch Transformation 2019* looks in detail at each link in this chain, from the physical design and layout of the branch, the role of its employees, the technology it uses, and the relationships it fosters with customers, to the image it projects to the wider world.

London conference sets the agenda for retail banks worldwide

Branch Transformation 2019, which takes place in London's Park Plaza Riverbank Hotel on 19th and 20th November 2019, is one of the global banking industry's most important annual events. It offers banks, technology companies and service providers alike a forum to meet, network, share best practice and discuss how to maintain and enhance the relevance of the bank branch. The packed two-day speaker programme combines high-level thought leadership addresses from top industry executives with practical case studies from some of the world's most forward-thinking banks. The event features a major technology expo alongside the conference, with extended networking breaks to allow delegates to explore all the latest technology on offer in this competitive market.*

Commenting on the value of RBR's *Branch Transformation* event, Managing Director Dominic Hirsch said: "*Branch transformation is only becoming more important with time. It is a multi-part process that will mean something different to each bank – which is why it is essential for banks to gain a panoramic view of branch transformation, and understand what their own next steps should be*".

Event continues to grow to serve the needs of the banking industry

Branch Transformation has grown each year since its inception, and 2019 is set to be the largest instalment to date. With nearly 40 confirmed speakers across 35 sessions, more than 550 delegates representing 180 companies from 50 countries, this is the critical industry event dedicated to branch banking strategy. For information on how to join the speaker agenda, exhibit, sponsor, or attend as a delegate, visit www.rbrlondon.com/bt.



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* Sponsors and exhibitors include: *ACF Technologies, Allen International, Alogent, Associated Security, Auriga, Axis Communications, Banking Automation, Cennox, CIMA, CPI, Diebold Nixdorf, Dormakaba, Euronet, FDP, Glory, HID Global, Horizn, Johnson Controls, JRNI, Kiran Analytics, March Networks, Mobias, NCR, NM Money Group, Scotia, Skedify, TMD Security*

Notes to editors

RBR is a strategic research and consulting firm with three decades of experience in banking and retail automation, cards and payments, and conferences. It assists its clients by providing independent advice and intelligence through published reports, consulting, newsletters and events.

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