



GE Money  
Bank



## PRESS RELEASE

# New branch design concept from GE Money Bank promises improved customer experience and convenience

**New branches save time, offer increased privacy, and a contemporary design in line with new brand positioning**

Prague  
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**Earlier this year, GE Money Bank opened its first branch in the Czech Republic featuring revolutionary design with the help from the world-renowned IDEO. In line with the brand promise of making banking easier, clearer, and more rewarding, the new concept improves customer orientation, speeds transactions, minimizes waiting times, provides improved privacy, and enables GE Money Bank personal bankers to spend more quality time solving customer needs.**

“Although there has been an increase in electronic banking, bank branches continue to play an important role for our customers,” says Ian Forrest, Chief Marketing Officer of GE Money Bank. “We have seen in recent years a need to really adjust our branches to meet the needs of our clients and our bankers who serve them with the goal of making the branch experience be easier, clearer and more rewarding – the promise of our brand.”

To develop this new concept, GE Money Bank engaged IDEO, one of the world’s premiere design agencies. What makes IDEO unique is their approach to understanding space and how customers interact with space. “They have an philosophy that is built on customer-centricity and they go about the work in such a way that they capture real customer insights and put those insights into all aspects of design,” says Mr. Forrest. IDEO spent more than six months working with customers, rapidly prototyping, and testing all elements of the design. The result is a branch that is designed according to how customers want to use a branch and in line with the GE Money Bank brand.

The branch features an innovative “queuing” system that minimizes waiting times, a learning library, a self-service zone for quick transactions, cash and payment service area, and specialized sales coves. The design is based on key learning from customers and segmentation that revealed unique customer journeys. Sometimes customers want to simply get-in and get-out as quickly as possible,” says Cordy Swope of IDEO. “Other times, they need assistance from the bank that requires more time and personal attention. This design does both in a warm, contemporary environment.”

### **Even waiting can be used effectively**

The bank’s new sales locations make use of an electronic waiting list where clients register upon arrival. Once it is their turn, the bank employee comes to pick up the client. This solution does



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away with the problem of clients standing in a physical line and reduces the nervousness associated with this form of waiting. Clients can use their time as they wish. By providing a “learning library” with different materials such as financial publications, lifestyle magazine, and product information, the bank aims to offer clients the opportunity to spend their waiting time in a productive manner. There is a self-service zone for quick transactions and Internet banking terminal available to use while customer wait.

IDEO’s proposed design solution is based on an in-depth behavioral observation with selected respondents from three central and eastern European countries – the Czech Republic, Poland, and Russia – with the aim of learning clients’ feelings, needs, and behavior during branch visits and to subsequently adapt the interior and exterior design to these findings. Some of the more innovative elements are:

New Design Elements	
separate transaction and advisory zones	takes into account various client needs and time requirements
a welcome counter	personal greeting and registration of clients as they arrive
electronic waiting system	individual approach and removal of physical waiting lines
fully-stocked advisory boxes	a café environment, privacy, complete office facilities
educational library	efficient use of time spent at the branch
children’s play sets	Peace-of-mind for families while at the branch
Bright colors, wood, and modern furniture	a more inviting and less intimidating environment

Customers can expect more than bright colors, modern furniture, and “more human merchandising.” They can expect ease, peace-of-mind, high-quality consultations, and a better use of time. GE Money Bank has opened three of the new designs – one in Prague at their BBC headquarters and two in Brno. Other new branches in development will also utilize the new concept.

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