



Rethinking the Financial Center Paradigm

Where:

The Design Center
New York City

New York City invitation-only workshops on rethinking retail banking: creating immersive brand experiences, delivering best-in-class customer engagement, planning change differently, and higher ROI through efficiency, consistency, and design-systems.



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The Challenge:

Retail banking has undergone massive changes over the last ten years driven by social changes and business challenges. The bank no longer has the position and symbolism within society that has driven past success as new users live, communicate, shop, and bank differently. The retail experience has been transformed into a brand platform and visitors now demand an immersive engagement with the ability to personalize their experience. The retail (branch) business model has changed as customer engagements span across channels and may include outside partners. Further adding to this is the increasing costs of renovating and building, the continual need for fresh content, and the challenges of finding people who have pride in being the face of your organization and caring for your customers.

The bank was once a bedrock of the community, but is now a mockery for confusingly seeking to be a coffee shop. Banks have lost their way and are enigmas for a large new population of people.

Before the pandemic there was an expectation that the physical store was dead and mobile was the future, but rising from the ashes was a renewed appreciation for the face-to-face and the excitement of the physical experience. Small banks and credit unions continue to realize the value of the physical store and are seeking new models to serve and meet their customers while managing rising costs. People are seeking advisors they can trust and a burgeoning new audience is finding their way in a digital society that offers them limitless access while they struggle to find a relevant answer to their question.

So where do we go from here?

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Solution:

In response to the challenges facing financial institutions seeking to understand the value of their branches, we transformed the Boyce showroom into a mock branch setting and built a series of presentations and workshops around a new comprehensive solution for financial centers. Leveraging over ten years of innovative thinking and implemented solutions for FIs around the world, we present a way forward by rethinking the financial center paradigm.

We crafted a day long workshop that presents unique and inspiring content—including numerous case studies and solutions we have developed for clients—and hands-in interactive workshops where we present intelligence for planning and creating financial centers that we have developed from over thirty years of practice.

Event:

New York City invitation-only workshops on rethinking retail banking: creating immersive brand experiences, delivering best-in-class customer engagement, planning change differently, and higher ROI through efficiency, consistency, and design-systems.

Location:

The events are held in the Boyce showroom in the Design Center Building, in New York City. Our showroom houses a new type of mock branch setting with a collection of modular components. We use the space as a hands-on setting for interactive sessions on the rethinking the paradigm in branch design and customer/member experience.

Events can be tailored to specific challenges you face.
No fee for the event.
Morning coffee and lunch will be provided.

A banker, a designer, and a builder walk into a bank...

The Backstory:

A few years ago Inver Consulting, Design Made, and Boyce Products came together to solve a client challenge.

The Banker:

Inver Consulting is the union of two big thinkers, both from the financial worlds. Tom and Lisa were part of SunTrust during their innovative new branch concept development and implemented over 700 branch projects. Inver are the thinkers who know banking.

Learn more at inverconsultinggroup.com

The Designer:

Design Made is founded and lead by Brock Danner who is a licensed architect with experience in the fields of brand, marketing, shopper study, and retail design. He lead the transformation of Walmart's new store and shopper experience. He lead the design and systemization of McDonald's new restaurant concept. And he lead the design and systemization for Samsung's global exhibitions, Wells Fargo's new Neighborhood store concept, and Citizens bank's new branch concept. He has also lead nearly a hundred other retail bank transformations and has worked with clients around the world on brand management and retail experience.

Learn more at designmadenyc.com

The Builder:

Boyce Products is a specialty fabricator producing short-runs of bespoke designs for over thirty years. He is traditional in his commitment to craft and building, and innovative in his thinking and investment in advanced building processes. Boyce Products has built solutions for clients all across the United States, including thousands of Help Point kiosks for the New York City subways.

Learn more at boyceproducts.com

Planning your visit:

Contact:

Please RSVP to Brock Danner, brock@design-made.com

If coming from outside NYC, we have recommendations on hotels and can support planning your visit.

T: 212 683 3100

Location:

The Design Center
Boyce Products Showroom
200 Lexington Avenue, Suite 1411
New York, NY 10016
T: 332 262 0333

Activities:

Itinerary

AM

9:00 AM Arrival and light breakfast

30 min Rethinking the Financial Center Paradigm

30 min Building Differently

30 min Design-Systems Will Change Your Life

60 min Deconstructability Demonstration

30 min The Ten Dimensions of Branch Transformation and
New thinking Design Concepts

Lunch

PM

45 min Masterplanning Experience Engagement & Branch Choreography

45 min How to Start: Transformation Process Overview & Discussion

15 min Wrap-Up

3:45 PM Close of Event
