EXPERIENCE | COMMUNITY BANKING

AN OUTSIDE LOOKING IN REVIEW OF THE BRANCH EXPERIENCE

A West Coast community bank with a mission to do well by doing good asked 4xi for an honest view of its branches. 4xi visited three branches as prospective business customers and set out what it saw and what the branches could become.

CLIENT	VISITS	4XI ROLE	OUTPUT
Community bank	3 branches	Outside looking in review	Findings and ideas

THE CHALLENGE

- Customers rely more on digital banking than ever.
- Branches must give people a reason to visit.
- The bank's personality was not yet visible in its spaces.

WHAT WE FOUND

- Well run, clean branches and friendly people.
- Good, but not great; solid, but not memorable.
- A value proposition that could be sharper.

FIVE LENSES

01 Place
First impressions and layout.

02 People
Welcome and engagement.

03 Proposition
What makes us different?

04 Personality
Purpose in look and feel.

05 Experience
Would they remember it?

RESULTS

- **A community wall** and a curated home aesthetic.
- **A sensory signature:** music and scent.
- **Business lounges** and bookable rooms for clients.

The winners turn their branches into places people choose to visit. The bank's own community and personality can make that difference.