

GLORY

A GLORY Branch Transformation Case Study

Challenge

Transform their branch network from the legacy “glass screen” model to a service and customer focused open plan environment designed to enhance commercial performance.

Solution

The Vertera™ 6G Teller Cash Recycler hardware (V6G) and CashInsight software.

Benefits

- Net Promoter Score & Customer satisfaction scores have improved significantly to 87 and 98% respectively.
- No physical barriers between advisors and members enabling enhanced member engagement and increased income generation.



Delivering an open plan branch design for enhanced security, member and community engagement

Newcastle Building Society, UK



THE CUSTOMER

Head Quartered in Newcastle upon Tyne, England, Newcastle Building society was formed in 1980 when the Grainger (founded 1861) and Newcastle Permanent Building Societies (founded 1863) merged. The Society is the biggest in the North East, in terms of both branches and assets held, which are in excess of £3.7 billion.



“The introduction of the GLORY TCRs has enabled the Society to significantly improve our branch design, customer journey, and as a result performance. The TCR has enabled us to introduce technology that enhances the human experience, securely opening up the branches to let our members get closer to our advisers. It has also allowed us to successfully open new branches, affordably in locations where the last bank has left town. Our investment in the managed service software will ensure that we have full integration of the TCR with our core banking system and optimise the hardware uptime and minimise disturbance to branch operations.”

Stuart Fearn, Head of Customer Contact

THE CHALLENGE

Newcastle Building Society made the decision to open new branches in community spaces and transform their existing branch network from a legacy “glass screen” model to a service focused open plan environment. The new open plan branch layout needed to deliver enhanced customer engagement, service and commercial performance.

The Society encountered two key issues in their transformation roadmap:

- Merging new, disruptive branch formats with traditional teller services posed challenges to; cash security, replenishment procedures and handling accuracy, particularly for branches with high transaction volumes where insurance restrictions impose the need for tighter process management.
- Their existing teller platform needed a modern solution, capable of easy integration and remote management capabilities.

THE SOLUTION

Newcastle Building Society engaged with GLORY early in their branch transformation journey to work together on how best to carry out their refurbishments to increase the quality and depth of the member experience they provide while ensuring that cash handling is secure in an open plan branch layout.

The ideal solution for the society was a combination of the GLORY Vertera 6G Teller Cash Recycler hardware (V6G) and CashInsight software.

After reviewing cash volumes in each of their branches Newcastle Building Society used the highly flexible capacity options of the Vertera 6G TCR to match the needs of their small, medium and large branch formats. They have deployed a mixture of 20 mid and high-capacity units across their branch network with more being installed in the coming year.

GLORY's CashInsight Assure software works with the Vertera 6G to secure cash handling in the societies' new, open plan environment by minimising risk of cash exposure. Branch staff now get the full benefit of automated cash handling combined with a simple user interface, removing the need for using multiple applications enabling maximum engagement with customers.

Newcastle Building Society can manage their estate remotely with GLORY's managed service software solution, UBIQUAR Bridge, enabling remote assistance and access, reducing the need for engineer visits, optimising uptime, and availability of the Vertera 6G units.



“The GLORY TCR and security that surround the machine are a valuable enhancement over cash till drawers and provides a sense of security for staff. It allows us to deliver the warmth of face-to-face service and a personal welcome at the door for those members who continue to use cash.”

Stuart Fearn, Head of Customer Contact



THE BENEFITS

ENHANCED CUSTOMER EXPERIENCE

Net Promoter Score & Customer satisfaction scores have improved significantly to 87 and 98% respectively.

BUSINESS GROWTH

Enhanced customer engagement and income generation.

OPERATIONAL EFFICIENCIES

No need to manually count cash, saving time and eradicating cash handling errors.

FLEXIBLE DEPLOYMENT APPROACH

Enabling a TCR to be shared between a seated customer meeting environment and a standing fast transaction environment, serving different customer needs at the same time.

COMMUNITY ENGAGEMENT

Open plan branches are located in areas actively used by the community enabling the society to support their needs by providing space for local groups, volunteering and grants.

“Our members have been highly positive about our open plan branch developments and continue to tell us how it improves the engagement, service, and ability to complete the transactions they need to. Members like the fact that we encourage them to sit down to transact. Often this is where customers then spend time asking about their more complex financial needs.”

Stuart Fearn, Head of Customer Contact

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