



BP BRANDBANK

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BRANDBANK CASE STUDY

Small businesses use BrandBank's BrandExpress service, powered by NCR's Interactive Teller Machine, to get the flexible, convenient, and highly personal banking services they need to support and grow their operations.



Serving business customers is a privilege and an opportunity—but only for financial institutions and their partners that understand the real needs of smaller, local businesses."

– **Mark Metcalf, SVP/Director of Sales & Service Center, BrandBank**

For more information, visit ncr.com, or email jason.weinick@ncr.com.



KEY HIGHLIGHTS

Industry/Market:

Community banking for small businesses

Solution:

- NCR Interactive Teller powers BrandBank's *BrandExpress* offering with convenient but personalized business services that are tailored to meet the unique needs of its hard-working, successful, but time-constrained business customers.

Results:

Atlanta's small businesses are now served by six BrandExpress locations powered by the NCR Interactive Teller.

- Small businesses taking advantage of convenience and flexibility to conduct more transactions outside traditional banking hours
- Excellent customer service through the Interactive Teller is one reason BrandBank experienced 30 percent annual growth in number of business accounts
- Convenience of Interactive Teller locations helps increase volume of business-banking deposits by 23 percent
- Increased business deposits fund more business loans helping local businesses to grow and supporting the local economy

THE CUSTOMER

BrandBank is one of the more familiar financial institutions in the Metro Atlanta, Georgia area. With \$2.3 billion in assets, eight traditional branches, and 25,000 customers—including a growing number of small business account-holders—it has the product and service offerings of a much larger bank, combined with the ability to deliver through community bank channels.

As a community-focused bank with a strong reputation for customer service, BrandBank believes its approach of 'Leading with Service' has been key to achieving consistent growth and relationship development. BrandBank places a great deal of emphasis on understanding the specific needs of its business customers, developing exceptional services for them, and ensuring those needs continue to be met every day.

"BrandBank has seen a lot of deposit growth and loan growth over the past few years. I expect this will continue. For BrandBank this means increasing our focus on finding the most efficient methods for delivering financial services to our customers."

**- Bartow Morgan Jr.,
CEO, BrandBank**



Working with NCR has helped BrandBank expand its business-banking portfolio and consistently exceed its business customers' expectations.

THE OPPORTUNITY

In the ultra-competitive world of retail banking, success comes from developing and growing relationships with individual and business customers and then continuing to adapt to changes in customer demands. Whether responding to technological advances, shifts in demographics, or changing patterns of interaction with financial institutions, giving customers the right service at the right time and in the right location is crucial.

Getting the right formula for when, where, and how services are delivered is especially important when it comes to business customers—often the most profitable segment of a bank's client portfolio. In fact, BrandBank has calculated that annual revenue from a business-checking customer is more than 50 times greater than revenue from a retail-checking customer, and that one business account can be worth as many as 1,800 consumer accounts.

The businesses that BrandBank typically serves increasingly need the sophisticated services of a large bank, including remote deposit, mobile banking, and treasury services. As one of the largest community banks in Metro Atlanta, BrandBank offers these services and more—without losing sight of its local focus and roots in the area.

"We have been focusing our development dollars on treasury and cash management solutions and our online portfolio of business services, in line with our

Leading with Service approach," explains Mark Metcalf, SVP/Director of Sales & Service Center at BrandBank. "But the way business customers interact with us is different to that of individual consumers. Assessing that behavior showed us that we needed to put more emphasis on convenience, personalized services, and an 'access-all-hours' approach."

As BrandBank recognized, developing a service that enables this customer segment to empower their business and gain the greatest value from banking services is a huge opportunity. Business users typically combine a hectic daily schedule with an absolute need for seamless cash flow: a unique set of requirements that cannot always be met cost-effectively through traditional branch-based services.

"BrandBank's video teller is an exceptional service. We use it to cash checks and make deposits, which are still really important to our agency's business. Just like a traditional bricks-and-mortar branch, I have a personal relationship with the video tellers. We can do anything and everything with the virtual teller that could otherwise be performed at a full-service branch. I love it!"

**- BrandBank customer Tillman Douglas, SVP,
The Partnership, Atlanta**



"Using the BrandBank video teller is the same as a personal teller: you can see and talk to them. They know your name. But you're not wasting valuable time by standing in line—that's important because we are a cash-focused business, and we need to use the teller to withdraw cash every day. But I can also pick up the phone and no one else can hear the conversation. Privacy, convenience and interaction—it really checks all our boxes."

- BrandBank customer Brenda Walters, Co-Owner, Dairy Queen, Metro Atlanta.

THE SOLUTION

Having been rated number one for overall in-branch experience among U.S. banks with assets between \$1 billion and \$5 billion by Customer Service Profiles (CSP) in 2015, BrandBank was determined to make sure the same level of service and customer experience would be available for its out-of-branch services.

Having worked with NCR for a number of years, BrandBank chose to implement a series of NCR Interactive Teller Machines (ITMs). The ITMs represent the next generation of ATM, and are designed to give business customers the service they want, at any time, through highly personalized video and audio interactions. As a result, essential businesses banking services, such as cash management, daily check deposits, and other more personalized services, are available outside standard office hours.

For example, funds from checks deposited at the video teller are available immediately—just as they would be at the traditional branch. As a result, time-constrained business customers can carry out their daily banking needs on their own terms, without compromising relationships with their own customers, partners, employees or suppliers.

From BrandBank's perspective, the ITMs are a perfect fit for its strategy of combining tradition with innovation in the service of the best customer experience. They

help extend the bank's physical footprint without the investment of time and resources needed for a new bricks-and-mortar branch.

The ITM-based solution, which BrandBank has called BrandExpress, has enabled it to expand its footprint easily and quickly into strategic locations around Atlanta—where business customers are concentrated and in need of flexible, convenient, and personalized banking services.

THE SOLUTION BENEFITS

The company now has six BrandExpress locations, which are located at Loan Production Offices. The sixth is at a local High School as a collaborative effort by BrandBank and NCR as part of their commitments to the Community Reinvestment Act.

BrandBank's data has shown that its investment in BrandExpress and the NCR ITMs was the right decision to make. Analysis shows that small business owners use the tellers in a different way than retail consumers. Comparatively more of their transactions are performed after 3pm, frequently after typical branch closing times, as business owners no longer have to interrupt their working day with visits to the bank.

What's more, a far higher percentage of transactions are check deposits, as customers take advantage of the extended hours offered by the BrandExpress locations to ensure their business has funds available to cover all operating costs and payments.

That demand can be seen in impressive growth figures. Between late 2015 and late 2016, the volume of business-banking deposits grew by 23 percent, compared to a respectable 10 percent on the consumer side of its business. This has enabled BrandBank to fund more business loans—to the advantage of individual small businesses and the local economy as a whole. During the same period, the number of business deposit accounts rose by more than 30 percent.

"Individual businesses have told us they find the location and sense of community very attractive, and since the launch, customer demand has been rising. It's a testimony to the BrandExpress service results and the real value that the NCR ITMs give our customers," concludes Metcalf.

"Business customers want an express service without losing the personalized touch and interactive experience they are used to. With the NCR interactive teller behind our BrandExpress service, we can provide all the convenience and engagement our customers have come to expect and enjoy, complement our branch presence, and continue to support our community—without sinking resources into costly bricks-and-mortar branches."

**– Mark Metcalf,
SVP/Director of Sales & Service Center,
BrandBank**

WHY NCR?

NCR Corporation (NYSE: NCR) is a leader in omni-channel solutions, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables nearly 700 million transactions daily across retail, financial, travel, hospitality, telecom and technology, and small business. NCR solutions run the everyday transactions that make your life easier.

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