

New Nedbank branch offers green design, personal experience

In close collaboration with the Nedbank retail team, the strategic brand and communication design consultancy, HKLM, has redesigned the Fox Street branch of Nedbank into a green space, fundamentally changing the bank's retail experience.



In developing the new branch format for South Africa's leading green bank, the design team has effectively doubled the branch's attributable sustainability score, with the design process yielding an innovative new way of measuring retail sustainability.

A more personal experience

The new format allows clients to enjoy a number of market-leading innovations, including a significant reduction in obtrusive security. Advanced technology has enabled the removal of the 'bi-lock doors' at the entrance and teller glazing, resulting in a seamless and personal face-to-face experience across both sales and service.

In addition, the bank has made a substantial investment in customer interaction by overhauling the consulting pods, where the need for confidentiality and privacy is paramount. These areas are now 'cocooned' and enable the customer and banker to enjoy longer dwell times for more meaningful interaction.

The design has been brought to life using compelling photographs, taken by local emerging photographers who were commissioned to develop bespoke imagery for the branch. These local images serve as a powerful backdrop for the brand.

Positive feedback

"Delivering on the bank's strategy to deliver deep, client-centred banking experiences was the underlying intention that everything in the design and branch experience aligned to. We are proud of the design and the experience we have been able to achieve and the positive feedback from both clients and staff has reaffirmed that we have achieved what we set out to do," says Michelle van Staden, Nedbank executive: Lean, Strategy & Sustainability.

"I believe the bank has shown commitment in aligning its retail experience to its brand, as well as its retail strategy. The new branch design represents a significant investment in the space, where the brand physically touches the customer and its community," says Graham Leigh, HKLM director.

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