

Digital and physical:

Creating the Branch of the Future

How Lenovo technology
can help you reimagine
the customer experience

 **Windows 11**

Lenovo recommends
Windows 11 Pro for Business.

**Smarter
technology
for all**

Lenovo



At Lenovo, we have a deep understanding of where retail banking needs to be, in order to meet the demands of its customers today and tomorrow.

Enjoy our eBook as we deep-dive into the challenges—and the solutions.



Introduction

Serve all of your customers, all of the time

Such has been the speed of change across Financial Services, that many of your customers already carry the branch of the future in their pocket.

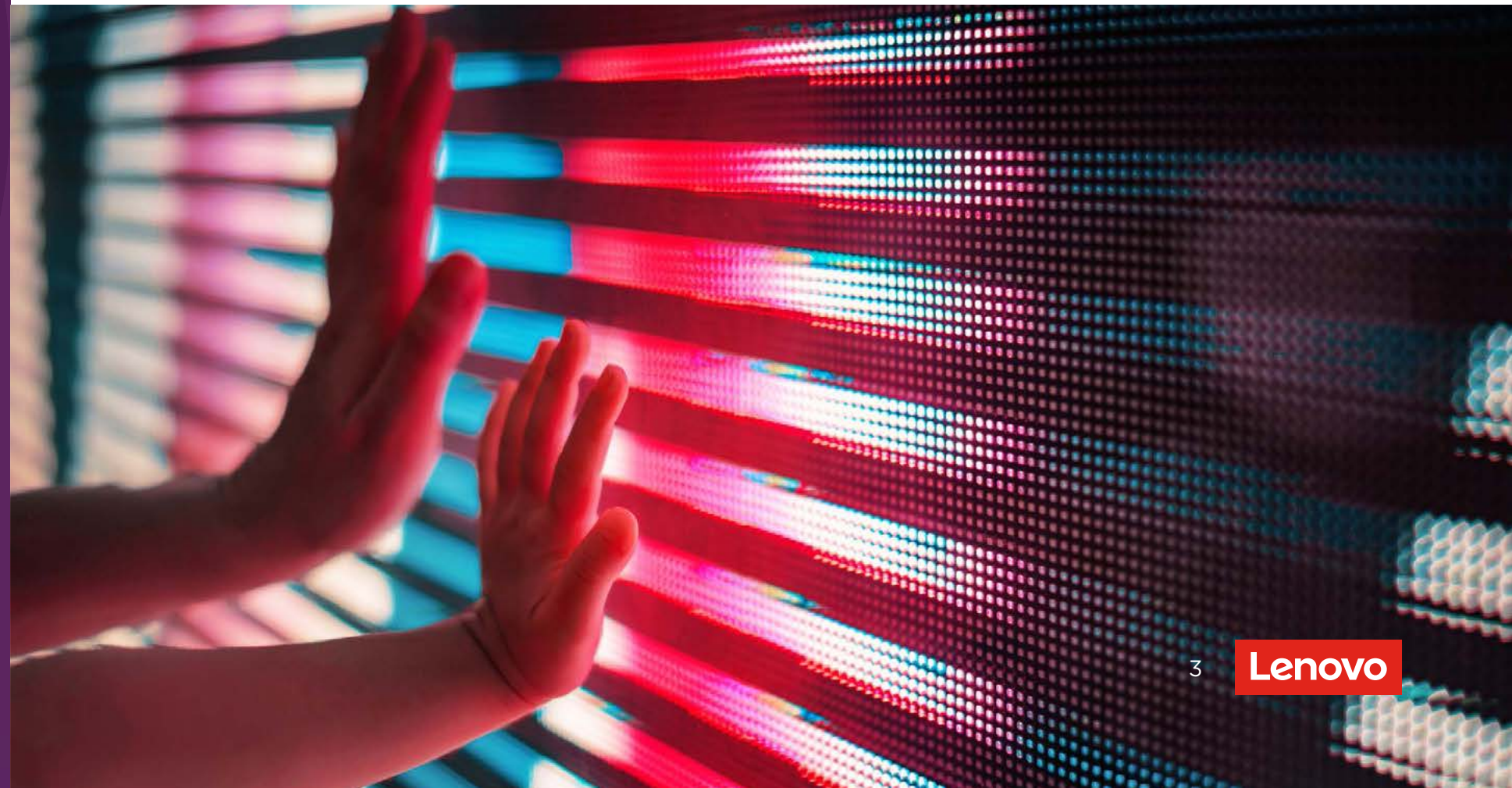
The seamless experience available at the touch of a fingertip on a smartphone or tablet is now the norm for customers.

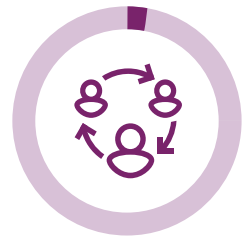
But, whether it's a simple transaction or complex financial planning, they expect that same, exceptional level of service whenever and wherever they deal with you.

'Wherever' is important.

Despite the convenience of remote banking, people still like to deal with people. You have plenty of customers who are more comfortable opening a door than opening an app; or perhaps have a need to visit a branch.

This presents a huge opportunity to transform existing physical branches into dazzling, engaging showcases for your products and services.





3% of interactions happen in person

The majority of today's customers do their banking on **mobile devices**¹



27% of consumers

said that in a branch was their **first choice** for opening new products



22% mobile apps

second choice



21% websites

third choice

The banking industry is experiencing a branch renaissance, which strongly suggests there is value in providing innovative, physical spaces. This is not a signal that digitization is dwindling. Far from it.

According to recent research, the majority of today's customers do their banking on mobile devices. Only **3%** of interactions happen in person. That said, a face-to-face meeting is still the option preferred by people opening new products. **27%** of consumers said it was their first choice, with mobile apps coming second (**22%**) and websites third (**21%**).

Leveling up physical locations to digital standards takes effort. But, given the expectations of your customers, empowering your brand to deliver its promise across both bricks and clicks isn't just desirable—it's essential.

With the right vision, and the right technology partners to bring that vision to life, the branch of the future will enable you to delight all of your customers.

And, at the same time, to sharpen your competitive edge.



Introduction

Finance and technology: we have a lot in common

Both the financial and technology sectors are fiercely competitive.

Both are finely tuned to their customers' needs—existing or emerging; and both thrive on the challenges of matching innovative solutions with new working patterns.

Today, your organization will be more hybrid than ever before, with employees based in the branch, in remote locations, or a mix of the two. The branch and digital banking channels are not mutually exclusive anymore. The rise of the “smart branch” as a channel combines the efficiency of digital technology with in-person financial guidance. It also provides in-branch-online access to experts not based in the branch. This is creating an omnichannel approach to modern banking.

Approximately **6 out of 10 consumers** go into their branch at least once every 12 months. That's why it's vital to incorporate technology into all banking activities in meaningful ways.²

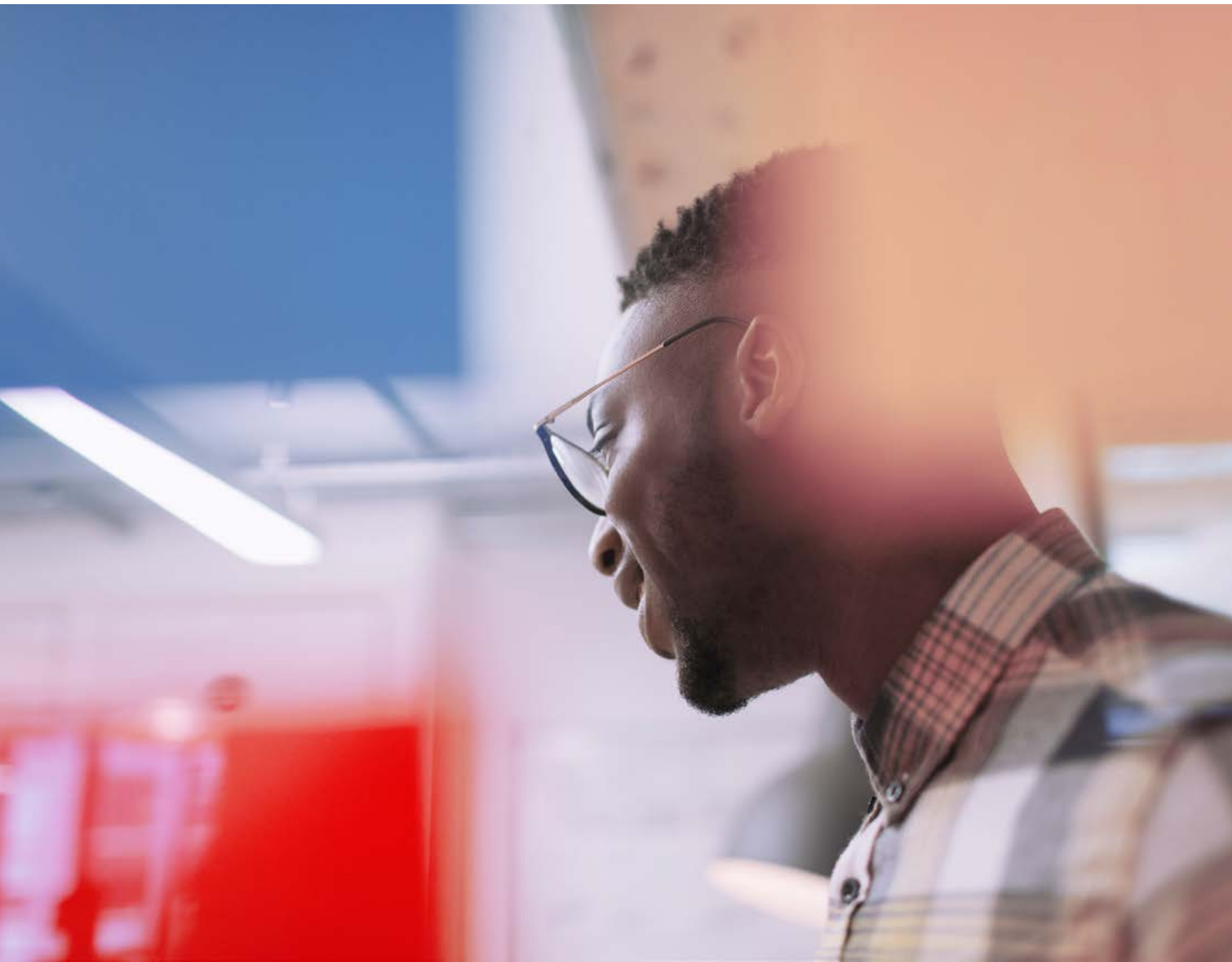


6/10 consumers

go into their branch at least once every 12 months.

For staff working beyond the branch, impeccable connectivity, computation and security are essential to a seamless experience for your customers. Your remote workforce need technology that ensures exceptional customer service and the maximization of their specialist skills—wherever they happen to be.

So: How will you make the most of your teams' talents to drive the business forward?



We understand your challenges.

At Lenovo, we know how to deal with the growing pains of a fast-changing industry. Our experience and expertise can ensure that your teams are seamlessly connected, so that they work together to drive innovation, design new services, and respond in real time to security issues and data breaches.

Give them the smartest, most advanced devices, and experience the power and creativity of collaboration.

Give them an intuitive AI solution that produces meaningful outcomes, and experience sophisticated automation as well as the ability to unlock the value in customer data.

Give them feature-rich, super-reliable devices, backed by 24/7/365 support, and experience minimal downtime, maximum productivity.

Give them the tools to put their ideas into action and experience the agility you need to stay ahead of your competition.

And, at the same time, to sharpen your competitive edge.

Introduction

High performance, no drama

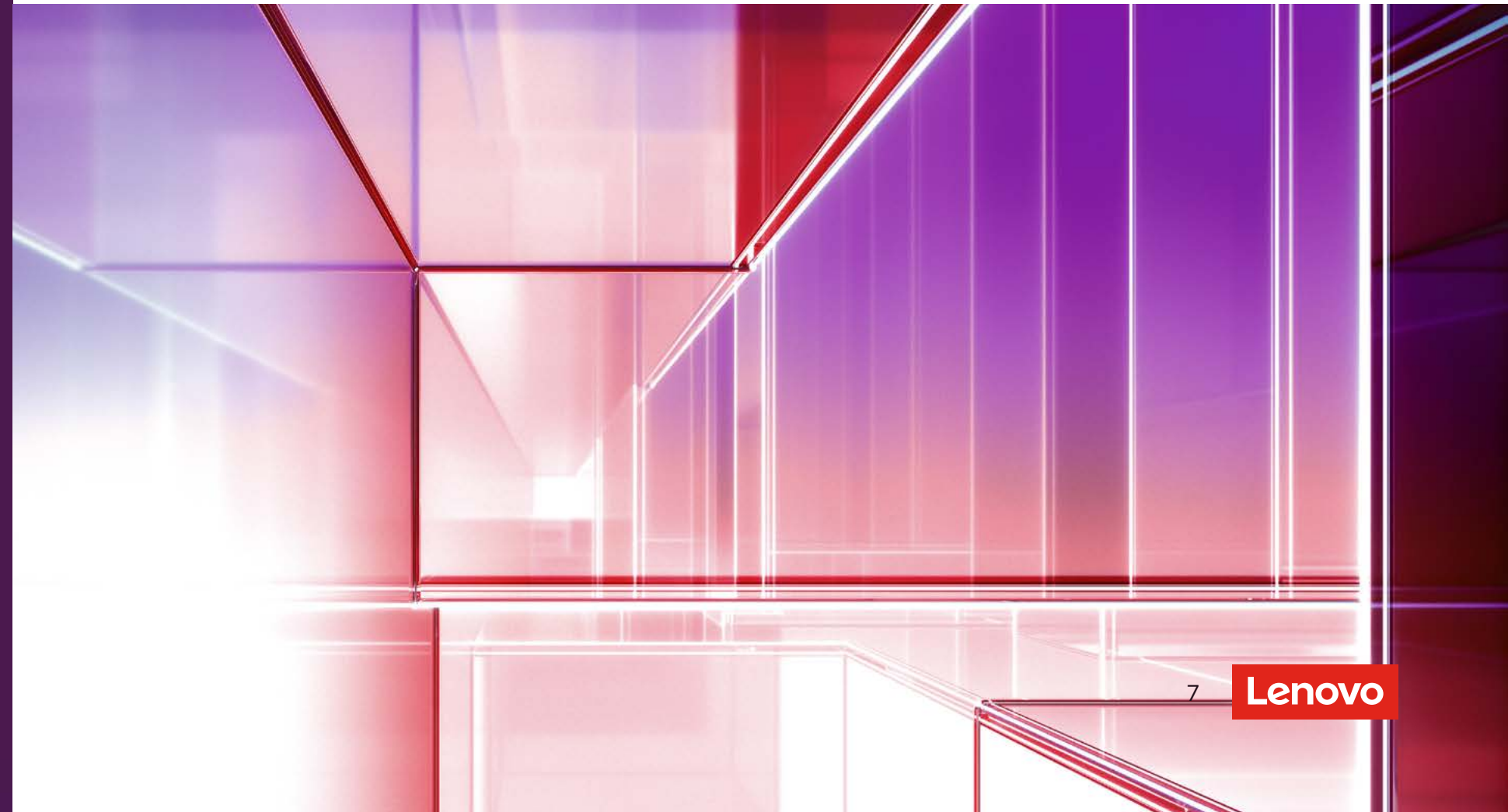
Digital natives demand technology that enhances their working experience.

Digital natives demand technology that enhances their working experience.

They perform best in an environment that fosters rapid innovation, and they expect devices that make problem-solving faster and easier.

They also expect less downtime, and lower environmental impact. Green IT is important to your employees, to your wider stakeholders, and to Lenovo.

From thoughtful design and manufacture, through recycled content and sustainable bio-based packaging, to one of the industry's first CO₂ Offset programs, and responsible end-of life asset recovery, we take our effect on the planet very seriously.



Getting started

Take four steps to enhance the customer experience, boost productivity, deepen customer insights, and maintain a reputation for security—wherever you are on your transformation journey.

1

Exceed customer expectations

Make each branch a destination for customers seeking answers to their immediate financial challenges. Then open their eyes to a new, informed, and engaging approach to customer service, and meet their aspirations with highly personalized products and services—powered by modern technology, including AI, behind the scenes, and at their fingertips.

2

Empower branch employees

Make every branch employee an ambassador for your brand values. Give them the training and technology they need to deliver exceptional customer service—in-branch, or online. Offer them the flexibility and control to complete administrative aspects of their role remotely, so they can prioritize customer interactions when they're in branch.

3

Use technology to turn data into valuable knowledge

The better you understand your customers, the better you can serve them with highly personalized products and services that increase loyalty and propensity to buy. Modern technology, coupled with leading-edge AI, can help you capture and analyze data, to make meaningful decisions that boost productivity and customer satisfaction.

4

Safeguard your customers' future—and your own

Modern technology can help you protect your customers' sensitive data—and at the same time, protect your bank's reputation for probity. It is only possible through innovative approaches that meld innovation, processes, and partnerships to protect organizations against digital security threats.

1

Exceed customer expectations

Recognize and respond to changes in customer preferences and behavior



Lift customer satisfaction by elevating the branch experience

As banking services increasingly move online, and your audience fragments, banks have a golden opportunity to connect the dots between online and in store, through data driven decisions to reinvent the branch and deliver more personalized, more valuable customer experiences, beyond simple transactions.

It's about making the branch the brand champion; becoming a community resource for education on relevant financial topics such as retirement planning, wealth management consultations, and economic seminars.

Also, it's about creating a space where customers actively want to be—where they can enjoy the combination of modern technology and human interactions in an exciting, welcoming environment.

The branch of the future is powered by technology

This future-proofing transformation calls for new energy-saving, sustainable devices and edge infrastructure, smart collaboration tools that enable remote support from remote experts, and value-added services such as immersive technologies to visualize client portfolios.

Digital signage to greet customers and other IoT devices reduce friction in accessing services. While business process automation allows manual interventions and touchpoints, to maintain the 'people' aspect of services.

Banks must also demonstrate that they are serious about security and sustainability—priorities that increasingly influence consumer choice and loyalty.

2

Empower branch employees

Put innovation at your customers' service



Harness technology to build your human-facing brand

Increasing customer trust, loyalty and retention starts with secure infrastructure. This must be easily extensible from data center to branch offices, to enable a single management plane and the same set of management tools.



Metaverse applications are an increasingly important capability. For example, imagine the engagement you could create by having a VR conversation with a customer in their living room. This is just one example of what other major banks are beginning to offer.³

Back and front-office branch employees need systems and devices that are easy to use, mobile, secure, and supportive of training activities. Both groups need access to powerful technologies such as mixed reality devices for immersive training, sight augmentation for the visually impaired, and compliance training.

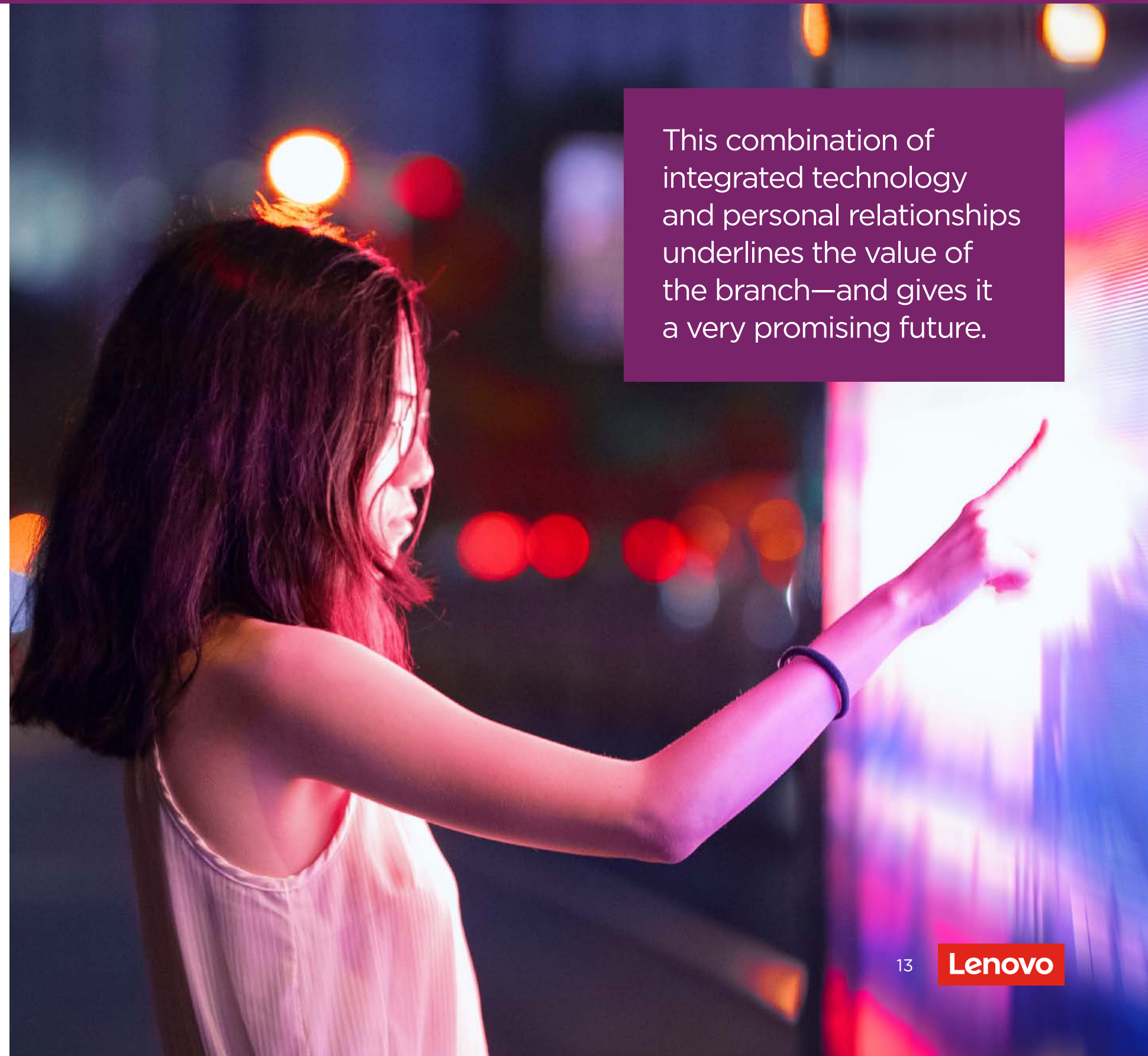
In addition, unlocking the value of your data is essential to elevating the banking experience for customers and staff alike. Utilizing data insights has the power to transform the fundamentals of modern banking—for you, and for the industry as a whole. Banks have data in spades. All they need are the tools to harness its potential. Lenovo technology can leverage large customer bases and the associated data to enable deeper customer insights.

On the ground, your remote or in-branch distributed workforce can benefit from secure, configured VDI Hosted Desktops. Smart collaboration tools enable employees to support customers remotely; tablets allow them to easily transact business while sitting with the customer.

Better IT, better business

Device-as-a-Service (DaaS) provides powerful devices configured for the needs of users, with services and security to maximize IT performance. Device lifecycle management provides end-to-end monitoring, maintenance, and support for your entire fleet. When your people have the reliable, high-performing tools and resources they need, they can spend more time creating memorable, tailored experiences for customers.

This combination of integrated technology and personal relationships underlines the value of the branch—and gives it a very promising future.



3

Use technology to turn data into valuable knowledge

Build a holistic view
of your customers



Make branches data-driven

Your branches can become much more than a focal point for enhancing the customer experience. They can also short-circuit the acquisition of valuable customer data.

One size doesn't fit all

Precise targeting and differentiation of offerings is a recognition that every customer and their circumstances are different. It's made possible by Lenovo technology.

Using IoT and AI, you can collect and analyze data, and identify patterns which inform real-time and future decision-making.

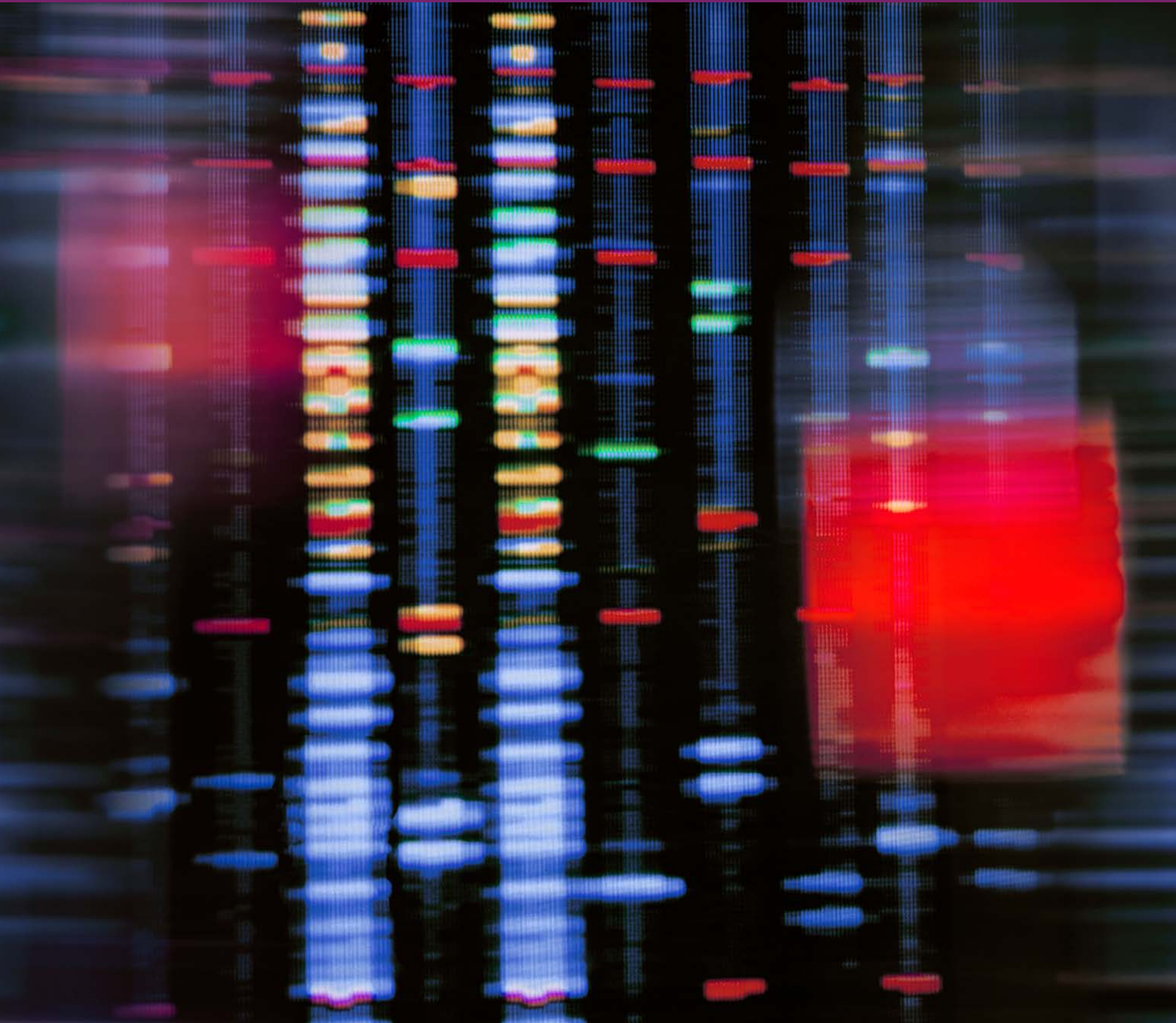
The financial sector as a whole is the third biggest adopter of AI technology, and those in the industry who haven't adopted it yet, have a plan in place to do so.⁴ The reason for this is clear. Real-time AI analysis of customers works to identify high-value customers for targeted and personalized promotion opportunities. Insights into patron preferences enable you to improve the customer experience (CX) in very specific ways. Also, cross-selling and up-selling new products and services becomes faster, easier, and more profitable.

Why Lenovo AI

Through our AI partner ecosystem, Lenovo partners with best-in-class AI software companies to deliver better AI solutions for our customers.

Lenovo empowers organizations to accelerate their AI journeys, deliver faster insights, and transform their customers' experiences. Lenovo helps simplify AI at any scale, with optimized AI-ready infrastructure, proven expertise, and pre-validated AI solutions. These elements are ready to deploy, giving companies a competitive advantage.





No-compromise connectivity

Powerful, secure, high bandwidth connectivity options such as 5G public/private networks support the new workloads and speed the process.

Localized, on-premises edge computer infrastructure generates faster insights through cost-effective solutions that are easy to deploy and operate. It consolidates older systems onto newer, smaller, more efficient and quieter edge servers that are better suited for the smaller physical footprints of the new retail branches.

This infrastructure can also include new local analytics processing for AI/ML, with hardware accelerators, analytics, fraud detection, even blockchain processing.

See more of the customer

Technology can help you build a holistic view of your customers. This enables you to anticipate their needs, move swiftly, and provide a seamless, personalized experience, in-branch or online.

Data drives change—and better data means better understanding of customer needs and aspirations, driving better results.

4

Safeguard your customers' future— and your own

Protect your data,
and your reputation



Your brand is one of your most valuable assets

Modern technology, with comprehensive security designed in, can help you build customer confidence in your brand by securing their data, information, and investments online, or in the branch.

Plus, automating security releases branch employees to go the extra mile in delivering customer service. Edge computing eliminates the need to send consumers' personal data into the public cloud—giving faster, more secure, remote access to data at the branch.

Cloud and/or on-premises AI-based CCTV solutions, video surveillance and computer vision enhance security, analytics, and visual intelligence. Voice/text capture for brokers ensures compliance.

Device-as-a-Service provides endpoint protection across all devices, from the factory, throughout their lifecycle, to asset disposal. Also, ThinkShield security (built into all devices and enhanced with partner solutions) safeguards data and information.

Running on Lenovo, Windows 11 Pro is built to be secure right out-of-the-box. Enable hybrid work with powerful protection, including enhanced phishing safeguards, password-free security, and more control over apps and access anywhere.





Celebrate the individual

The branch of the future will depend on innovative devices, solutions, and systems. However, alongside smart technology comes the understanding that banking is a human business.

Nobody has the time or desire to stand in line. Drive-through teller stations could prove a popular option for straightforward business. Similar in format to fast food restaurants using AI to minimize waiting times, AI processing can be employed here to prevent fraud, to detect and prevent errors, and to speed up transactions.

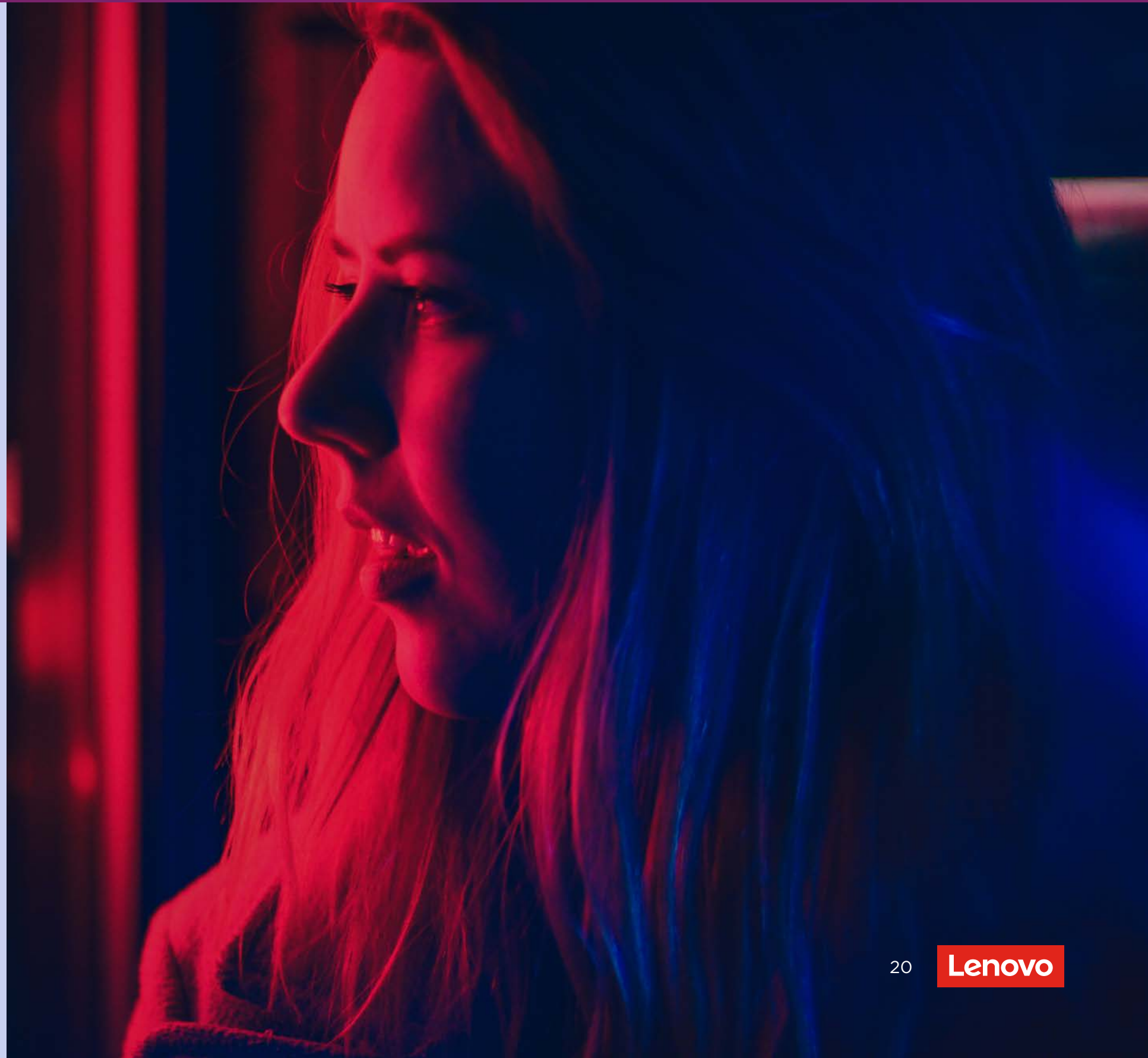
Conversational AI with natural language processing (NLP) and multi-lingual capabilities is a key emerging area and can be extended from chatbots to in-store kiosks with welcoming 'digital human' avatars. Self-service tools (for example, appointment check-in), digital signage (which could also recognize customers when they arrive for pre-booked meetings) and touchless devices smooth progress.

Customers need convenient, secure, well-lit locations to conduct selected transactions in-person. These locations need to be open 24x7 for ATM transactions.

Branch employees and customers enjoy a unique connection; making bank branches accessible and engaging is key, both to reassure and excite.

Digital and physical: take your first step to creating the branch of the future

Use the power of modern
technology to delight
your customers



Transforming Financial Services across the world

Lenovo is a trusted provider at some of the world's largest financial institutions and brings a wealth of expertise to bear on the challenges facing the global banking sector.

Together with our partners, Lenovo is working to create products and solutions to enable the transformation of the retail branch experience, to enable deeper and expanded relationships beyond the transaction, and to build up trust by providing secure solutions.

What makes Lenovo different?

Lenovo is a US\$70 billion revenue global technology powerhouse, ranked #171 in the Fortune Global 500, employing 82,000 people around the world, and serving millions of customers every day in 180 markets. Focused on a bold vision to deliver smarter technology for all, Lenovo has built on its success as the world's largest PC

company by further expanding into key growth areas including server, storage, mobile, solutions and services. This transformation together with Lenovo's world-changing innovation is building a more inclusive, trustworthy, and sustainable digital society for everyone, everywhere.



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Create tomorrow's branch today with Lenovo

Explore Lenovo technology further. Discover how it can help you retain customers, win new customers, and create value from every interaction.

Sources

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for all**

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