

Inside a Branch Transformation where a Quick Turnaround Reinvigorated a Traditional Space.

THE CUSTOMER CHALLENGE

The Doberlug branch presented a special challenge, as the building is subject to landmark protection. However, the space was in dire need of a renovation – it hadn't been updated in 20 years, and felt dark, dated and claustrophobic. In order to maintain the landmark status, the Diebold Nixdorf team worked closely with the Office for Landmark Protection. The transformation was additionally challenged by the need for a very tight turnaround (a six month timeframe from concept to completion), and the bank's desire to stay open throughout the renovation to continue servicing its consumers in the region.

TIMELINE & PROJECT OVERVIEW

During the initial site survey, we determined one of the primary issues was that the branch lacked natural light, making the building feel narrow and uninviting. We addressed this challenge in a number of ways: through the use of bright furniture, arranged to make the space feel larger, and a new terrace that offers additional opportunities for engagement with customers.

The new design reinvigorated the branch from top to bottom, inside and out, with an emphasis on branding. The Sparkasse Elbe-Elster logo, colors and other branding elements of the bank are thoughtfully deployed throughout the space for a modern look that is both functional and fun.



Project rendering.



PROJECT HIGHLIGHTS



Branch modernization in compliance with landmark protection



Comfortable atmosphere bright and clear design concept



Successful implementation completed in a narrow

PROJECT RESULTS



Private consultation room.



Relaxed, welcoming atmosphere.



Capitalizing on light sources was a primary objective.



The new design emphasizes clear branding.

A TRUE PARTNERSHIP

“The use of a mobile self-service container ensured that service continued during the renovation phase. **We are very satisfied with the quick modernization of our branch.**”

— **Jürgen Riecke**, Managing Board Member, Sparkasse Doberlug