

Optimized Space, Modernized Branch to Meet the Needs of a Diverse Customer Base.

THE CUSTOMER CHALLENGE

Volksbank Riesa eG wanted to create a modern branch that enabled better interactions between staff and customers, and offered customers the ability to bank how they choose. Recognizing that online and digital banking is increasingly replacing traditional teller service, the bank collaborated with Diebold Nixdorf on a flexible, open-concept layout that provides customers with the option to use a self-service terminal or interact with bank staff. Our advisory services team undertook a comprehensive redesign that optimized both the branch design and the use of space. Old heating, air conditioning and ventilation was replaced to modernize the branch and lower energy costs; advertising space was rented out to local organizations; and a bulky staircase was removed. Functionality, flexibility and regional influences were all key components of the redesign.

TIMELINE & PROJECT OVERVIEW

The unique redesign incorporated a glass ceiling and walls, with wavy designs reminiscent of the river Elbe. Other local touches include seats shaped like pebbles, designed to reference the myth of the giant. Details like these directly support the bank's motto, "In the region. For the region."

In the new design, six rooms are available for private meetings with customers. The design is subtle and minimalistic, offering a bright, friendly atmosphere. A new multifunction room on one side of the lobby is large enough to host more than 100 bank representatives during the organization's annual meeting, and can also be used for exhibitions and other events.



Project rendering.



PROJECT HIGHLIGHTS



Modernized

An open-concept layout enables staff to connect with customers more easily



Localized

The warm, welcoming branch pulls design elements from the surrounding area



Flexible

A new event space can be opened up or closed off depending on the branch's needs

IMPRESSIONS OF THE NEW BRANCH

A new look for Volksbank Riesa



Waiting area for the customers.



Branch reception area.

A TRUE PARTNERSHIP

Collaboration and local input drove a successful project from start to finish.

“The concept presented precisely matched our expectations. The presentation – which used a 3D visualization, offered a wellresearched cost estimation and featured a detailed handout outlining the process and usage options – **won us over.**”

— **Mirko Helbig**, Area Director Of Company Service, Volksbank Riesa