

Bank On It

When it comes to protecting their money, customers have a lot of choices these days. Financial centers are now competing for business in grocery stores, malls, and airports. Wherever there's a high volume of pedestrians, there's a good chance there'll be a bank shouting, "Over here!" While the number of banks has decreased in recent years, the number of branches has increased. And when you add into the equation the saturation of ATMs and our growing reliance on them, you can begin to see the stress your bank's brand is under to rise above the din and give customers a reason to bank with you and not your competitors.

What's the solution? Integrating your brand identity throughout the design of your bank — inside and out. Your brand must be easily recognizable to the busy traffic outside and bring comfort and confidence to the traffic inside, from customers to employees. The environment must be designed to make consumers feel good about where they are banking. It must enable your employees to interact with customers professionally and promptly. It must allow for the free flow of business — opening accounts, taking out loans, and investing in retirement accounts.

JSA has been helping financial centers integrate their brand identity in the marketplace for years. How? By offering design solutions that improve the customer experience. We've worked on more than 100 projects for more than 35 financial institutions, including

banking headquarters, individual branch offices, and data processing facilities — more than any other firm in our tri-state area (Pennsylvania, Ohio, West Virginia). Our clients include regional banks such as PNC, Mellon Bank, National City Bank, Federated Investors, Citizens Bank, the Pittsburgh National Bank, The World Bank and The Federal Reserve.

Strengthening the consumer brand experience begins with our project teams, made up of veteran architects, planners, engineers, and interior designers — all working side-by-side everyday at JSA. This single-source business model allows us to assemble interdisciplinary teams that take a holistic approach to your project, analyzing everything from how customers enter your building to how they use your services.

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Along with decades of design experience, we're also adept at planning and managing your project from start to finish. And considering the number of financial institutions we've helped open, we have a proven record of integrating a bank's image through all aspects of a project.

Remember, a well-designed bank, particularly in today's crowded marketplace, can be the difference between standing out and growing, or blending in and shrinking. Your brand must reinforce the customer-ising philosophy even before they enter your bank. If customers enjoy their banking experience, they'll come back. It's that simple. That's why JSA's main focus when designing financial centers is always on getting customers through your doors, and keeping them satisfied once they're there. ●

