



Erste Branch Office Offensive: Service Branch Opens at Central Train Station

Service branch office opening hours from 9:00 am to 6:00 pm

New branch office structure 100% focused on customers

On October 10, Erste Bank is opening a new branch office at the Vienna Central Train Station. It is the first so-called “service branch office” which is designed based on Erste Bank’s new concept. Customers have played a major role in shaping the new format. Furnishings, the selection of advisors, design and facilities are fully oriented toward people’s needs. “It is not our main goal to simply provide all sorts of technical gadgetry, but to offer what our customers actually need there”, says Peter Bosek, member of the management board.

Banking to Go

The service branch office is open from 9 am to 6 pm, and designed for the swift execution of banking business. Cash deposits or withdrawals at the ATM, quick advice on “simple” products, up to account or savings card applications. Access is barrier-free and the self-service area is open around the clock. Should customers of the service branch office have more complex requests, an expert can be consulted at the push of a button via video-chat, in order to clear up all outstanding questions on the spot in case this is needed. “We will open such service branch offices in the future in high public traffic areas in Vienna”, Bosek explains. Banking to go – this is what the new format is designed for.



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Future Branch Office Structure

In future there will be a large advisory center in every district of Vienna in key high traffic areas, with opening hours from 9 am to 6 pm. Up to 50 employees will be working there and will be able to cover all potential special customer needs. In addition, there will be several smaller service branch offices, where quick and uncomplicated execution of every-day banking tasks will be possible. Many features of the new branch offices have been designed with the input of customers. Thus, intensive tests were performed over a period of one and a half years in the Future Lab branch in Lerchenfelderstrasse, to ascertain what customers really expect from a modern bank branch. Moreover, intensive work was performed with focus groups, in order to precisely determine customer requirements and incorporate them in the conception of the new branch offices.

New Branch Offices In 2015

The service branch office at the central train station is the first of its kind, in the spring of 2015 the first large advisory center will be opened in Floridsdorf. The conversion of existing branch offices will be continually implemented in stages over coming years. In 2015 alone, around 5 new branch offices are going to be opened, in shopping malls or other high traffic hubs. Apart from the further expansion of digital banking, Erste Bank’s branch office offensive is slated to play a very important role in the future: “As a result, our customers will have a uniform experience of Erste Bank, 100% focused on service provision, both on their smart phones and in our branch offices”, Bosek is convinced.

