

The Future of the Branch

Webinar • September 2, 2010, 1:30-3:30 CT

Now is the time to evaluate the impact of dramatic reductions in traffic on your branches. This program takes a look at how to conduct a branch utilization assessment, maximize your branch investment, reduce costs, and enhance noninterest income.

Significant, irreversible trends in payments are underway. One key change is the dramatic reduction in paper checks, especially for consumers. On-line account opening and Internet-based lending capabilities also are moving to the forefront. Businesses can choose to deposit their checks electronically rather than visiting a branch. Many banks that have deployed remote deposit successfully have found that channel becoming the largest single source of deposits. Now is the time to evaluate the impact on your branches of dramatic reductions in traffic associated with changes in consumer and merchant behavior.

This session will take a look at how to conduct a branch utilization assessment and offer insight into strategies for maximizing the value of your branch investment, reducing costs, and even enhancing noninterest income through the introduction of new products and services via your branch channels.

Why Participate

Participants will gain insight into trends affecting branch utilization and profitability, enabling them to take an in-depth look at each location — current and proposed — with an objective view of the real value.

Highlights

- Understand changes in branch usage
- Review branch activity and procedures with an eye toward reducing costs
- Evaluate current and prospective locations
- Identify new products and services for branch delivery
- Leverage new technology to reduce operating costs

Presenter

Trent Fleming was a pioneer in the introduction of check imaging to community banks, working with hundreds of banks in the selection, implementation, and management of image POD, archive, and statement systems. The key to his success is Fleming's ability to educate employees and customers about the benefits of products and services. He has consulted with banks on matters as diverse as strategic planning, business continuity, and operational efficiency. Fleming's background includes correspondent banking, compliance, and experience as a sales operations executive with banking software vendors.

Audience

Executive management, retail and branch management, marketing officers, and others who are involved with the oversight and management of the current and future branch structure.

CE Applied: 2.5 hours of CFMP credit with the Institute of Certified Bankers
CE Awarded: 2 hours of credit with the Texas State Board of Public Accountancy

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