



Perfect relaunch

Key Wincor Nixdorf offerings include not only hardware, software and services but also integrated complete solutions, such as optimized branch office designs in the retail banking sector. The relaunch of a mutual savings bank branch near Paderborn is a good example.

Up until recently, customers of Altenbeken Mutual Savings Bank (Volksbank Altenbeken) could still manage all their banking tasks in a traditional setting: teller counters, oak wood furniture, dark carpets and small enclosed offices. “When you entered the bank, it was like stepping back into the 1980s,” recalls Wilfried Ridder, Director of the Paderborn-Detmold Mutual Savings Bank Group of which the Altenbeken branch is a member.

Following a four-month renovation period in the first half of 2009, the Altenbeken branch now has an entirely new look. Captured in an open, transparent and bright design, it reflects the group’s slogan “We make the way free” in nearly every respect. Self-service and staffed zones are combined into a “marketplace.” The counters have been replaced with three modern service points, with all employees constantly visible to customers.

The brightly tiled floor creates a feeling of a “public area,” whereas the consulting areas,





Paderborn-Höxter-Detmold Mutual Savings Bank

Cooperative regional bank

Assets: €3,6 billion

Branches: over 80

Customers: more than 220,000

Employees: 765

► www.volksbank-phd.de

Kranz Interior Architects

Since its founding in 1988, Kranz Interior Architects in Göttingen have developed concepts for a number of well-known companies in retail, gastronomy, industry and banking. The company has international operations.

► www.kranz-innenarchitekten.de



Project Director Andreas Kranz, an architect whose company in Göttingen is specialized in retail banking.

distinguished by carpeting, indicate discretion. Special lighting accentuates the service points, creating a varied atmosphere. The area includes two consulting rooms, enclosed in glass with air-conditioning, and a café lounge for light conversation.

Visualized corporate identity

The Altenbeken branch is equipped with a range of modern self-service systems from Wincor Nixdorf: cash-in/cash-out ProCash 4000 ATMs with cash recycling functionality; a ProConsult 2000 terminal for printing statements and scanning checks; a ProCash automatic teller safe; and a ProCash 2050xe for outdoor operations. The IT solutions provider helped with the integration of the self-service technology into the new branch design, sharing its experience from other similar projects.

The company collaborated closely with project director Andreas Kranz, an architect specialized in retail banking. Kranz was responsible for not only realizing the slogan of

the mutual savings bank group but also implementing the visual elements of the group's corporate identity, such as the colors blue and orange, in the painted walls and carpeting. The big attention generator is the "branding wall." The 4.5 meter long, 1.8 meter high wall is equipped with background lights and a foil in the bank's corporate colors. It includes the group's logo and has space for changing images. "The logo symbolizes identity and identification with the bank, while the images are intended to create emotions and offer variety," architect Kranz says.

Inspiring customers

For instance, the bank can show a series of vacation images and link these to special offers. The wall's lighting operates independently of outdoor light. Because the wall is located in the bank's transparent entrance, it arouses attention during the daytime and, in particular, in the evening when pedestrians and cars pass by.

Altenbeken Mutual Savings Bank has many older customers. "In the beginning, the one or other older customer was critical of the new branch design and viewed it as a big break with tradition," recalls Branch Director Winfried Ridder but is quick to add that they are a minority. More than 98 percent of the bank's customers are more than pleased with the new look and feel, he says.

And with the range of self-service systems, "even our older customers now really like the systems because they realize how simple and comfortable it is to do their banking with them," Ridder says. ■