

DESIGN/BUILD

Banks are continuously looking for ways to maximize space, and The Element Group works with these institutions to uncover new build locations, modify existing structures, and undergo refreshes in order to attract new business. Utilizing our vast network of designers, architects, and planners, we are committed to timely projects so our clients can stay true to their community banking initiatives. From site surveys to design development and construction, we dive into this critical project phase which sets the pace for the entire roll out. With more than 10 years industry experience, and thousands of banking clients, our portfolio includes nationwide new builds and facility updates including Citizens National Bank, Denali State Bank in Alaska, Nevada State Bank, Northfield Savings Bank in Vermont, UMASS Five Federal Credit Union.



ENGAGEMENT

If customer traffic is wearing out the carpet from the front door to the teller line, it's time to consider some alternative engagement strategies to cross sell your services. Our professional services team can help your institution develop a strategic onboarding playbook, merchandising plan, and way finding techniques which call attention to signage, displays, and even your goals and philosophy. We develop a full service plan beginning with:

- Know your neighborhood - includes onboarding playbook for customer retention
- Identify and implement merchandising, signage, and graphics package
- Devise indoor/outdoor finish and materials
- Create millwork, framework, and layout packages



REWARDS

Studies prove employee satisfaction grows with a thoughtful rewards program which is why The Element Group accommodates our banking clients with branded deliverables including a gift card and e-commerce storefront. Retail strategies don't stop at the end of the work day, and our reward program constantly fosters an environment of positive customer service and interdepartmental communication creating dialogue beyond basic checking accounts. Use our branded rewards program and receive:

- Bank branded gift cards
- Bank branded e-commerce storefront
- Choose from hundreds of brand name rewards
- Automated follow-up from bank management
- Automated shipping notifications

