

CASE STUDY



Finex Credit Union | Connecticut, USA

Finex Credit Union

In 2015, First New England Credit Union renamed itself Finex Credit Union and undertook a complete rebrand. This, in turn, required a thorough redesign of a 167-square-metre Connecticut branch by Solidus, which specialises in financial branch transformations, and their strategic partners: Studio Q Architecture, Fleck Design and the Pita Group digital marketing agency.

To remediate a traditional, underperforming teller line and make the branch more productive, the space was subdivided to produce a 51-square-metre back-office area and a 32-square-metre automated transaction space featuring Intelligent Teller Machines (video ITMs). Conference, bathroom, kitchen and equipment spaces were also created.

Following the rebrand and renovation, the credit union is now a contemporary, inviting, and high-tech banking experience. Making a vivid brand impression was a priority. Exterior signage and new drive-up ITMs were designed for high visibility. The new logo was blown up and occupies a curved wall as a sort of “super graphic”. Colours were subdued, so as not to be overwhelming, in a deliberate contrast to the strong pink of Finex’s reinvented logo.

The interior design is intended to be very organic: everything is curved. This allows people to move freely, without angular pinch points. Space-saving techniques reduced transaction space by 40 percent. The branch now has a sleek, lounge feel, with flatscreen displays, glass-walled consultation booths, a private office and a conference room. An air-locked vestibule allows 24-hour access to interior ITMs, in addition to 24/7 drive-up ITMs.

Finex’s corporate rebrand included the launch of its new website, finexcu.org: a responsive, mobile-friendly site that works on any screen size. At least 40 percent of Finex’s web traffic originates from mobile devices and the redesign allows mobile customers to quickly identify what they seek with a minimal number of clicks. There is also a Finex app download.

Members can deposit cheques through their phones, view cheque images and transfer funds. The app links to a wallet platform called Sprig that enables members to make P2P payments anywhere, transfer between accounts, view multiple account data and pay loans from one institution to another.

Finex’s brand themes are based on the concept that wherever members are in life, and wherever they may be in the future, Finex Credit Union is the financial partner that can both go and grow with them. The brand voice aims to be knowledgeable, savvy and helpful and to imbue a spirit of excitement.

The custom branch concept has already been modified to fit inside a supermarket in the town of Manchester, about 120 miles northeast of New York, and has paved the way for a total transformation of the credit union.

