



New Visual Concept of Eurobank Branch Interior and Exterior

FIRST REDISIGNED EUROBANK BRANCH

Belgrade, 21 August 2017 – **The first redesigned Eurobank branch - Bulevar umetnosti (102) is open for clients since Monday, 21st August.**

The new visual concept of Eurobank branch interior and exterior is the result of hard work, detailed redesign planning activities and active participation of the most relevant organizational parts of the Bank, architects and designers. **Branch redesign project provides modern interior along with the better branch visibility which is in line with the market requirements, as well as the results of customer satisfaction survey.**

The new concept is designed to attract young, urban population by introducing digital innovations, but also to maintain the traditional business approach to existing Eurobank customers. **The main novelties include better transparency, modern office furniture, new design and reorganization of work positions within the branch, “Brand Wall”, “Focus Wall” and “Digital Corner”.**

Special attention is given to implementation of “digital moment” by installing info-advertisement screens, “Video Wall” and other contemporary and aesthetically more attractive means of advertising and communication with customers. **“Digital Corner” will enable better introduction of electronic services of the Bank, General Business Conditions, Tariff of Charges and up-to-date information.** Also, available are different types of chargers for mobile devices.