

Transforming the **in-branch** experience.



The Details

Location
Austin, TX

Project Type
Branch technology

Timeline
10 months

The Goods



Thousands of
dollars and hours saved



A shift from
transactional to advisory

The Story

Capitol Credit Union was on a mission to reduce costs, migrate transactions to more efficient channels, and enhance the client experience. Located in a city where the community is quickly shifting toward younger generations and becoming a worldwide hub for technological innovation, the need to change was imminent.

Their first step in achieving their goals included adopting a more retail-friendly Universal Associate Model in their Austin, TX branch. And technology was a massive part of Capitol Credit Union's strategy to driving this convenience for its members.



Product & Services



The Results

Kinective worked with the Capitol CU project team to incorporate tools and software to achieve its goal of transforming the old branch into a new retail-friendly branch environment that offers an elite member experience. After remodeling the branch and installing a flexible workstation, they established a more retail-friendly environment and opened the floor plan for an easy transition to the Universal Associate Model.

Capitol CU invested in a NEXT self-service machine, which is core-integrated through GENIX to offer self-service, assisted-service, and full-service capable of completing almost every teller transaction. It comes complete with tablets that pair perfectly with NOMADIX, which is Kinective's tablet-based teller interface. NOMADIX is transforming the in-branch experience by removing physical transaction barriers and creating more retail-friendly client interactions. This new technology and software allow associates to focus on selling, not transacting. And now, what used to take 2 FTEs takes .5 of one.

"It's not the monetary transaction that provides value, it's the communication between our member and our employee.

NOMADIX is a technology that will be able to support our member's transactions so that our employees can actually interact and have conversations far beyond that of a monetary transaction."

Pierre Cardenas | CEO

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