TMB unveils “TMB Experience

TMB unveils “TMB Experience”, new concept branch, offering engaging branch experience that combines digitization with human touch to enable customers to enjoy discovering their real financial needs through ‘Avatar’ identity creation and exploring products and services which can help them reach their financial goals

, January 17, 2019 – TMB or TMB Bank Public Company Limited today officially launched “TMB Experience”, a new concept bank branch, which welcomes and engages customers in a newly-designed branch which combines digitization with human touch services to enable customers to enjoy discovering their real financial needs and exploring the products and services recommended to help them reach their financial goals.

At a TMB Experience branch, customers will engage in the play & learn digitized edutainment platform which will quickly guide them to discover their financial needs and recommend them the most suitable financial product categories for them, without being pushed to buy. Customers can still have face-to-face interactions with branch personnel or get advice from investment experts through video call. Once customers are ready to buy, they can submit applications either at the branch or drop their information with TMB Call Me Now for the Bank personnel to revert and proceed with the purchasing process. Leveraging on digital technologies, the newly-designed branch concept is aimed at allowing customers to get to understand their own financial needs with the assistance of both digitized tools and TMB branch personnel to help them realize their financial needs and objectives effectively. Customers will not be forced to buy any product, but once they are ready to purchase, they will be offered the products and services on a need-based basis to ensure that they can get more benefits in accordance with TMB Get MORE proposition.

Mr. Roel Huisman, TMB Chief Retail Banking Officer, said “TMB Experience is another move of TMB to enhance our service with simplicity and convenience, for better customer experience as TMB always wants to ‘Make THE Difference’ which is meaningful to customers. TMB sees that in light of the disruptive digital technology, a bank branch plays more important role in enhancing customer experience and providing more complex products and services, such as financial planning. As customer’s behavior in using banking service has changed, we keep challenging ourselves to constantly provide the best customer experience when using TMB. I’m also pleased to share with you the results from the soft launch of TMB Experience at the Icon Siam. In the past two months, customer satisfaction score has increased to 95% while we achieve double growth of new customers.

“The early success was attributed to the new branch concept which derived from TMB customer-centric culture. TMB Experience is not just about the new look and decoration of a branch. The implementation is mainly based on the understanding of customer behaviors. TMB Experience will make the self-discovery process easy, convenience and enjoyable for customers while they also have time to digest the information and go for their choices of products and services. According to statistics, 56% of Thai people leave money in normal saving account with low interest rate 0 – 0.5% accumulate value 3.92 trillion baht. In addition 48 from 100 have no saving money, 91 from 100 no investment experience, and 63 from 100 have no insurance at all. The information gives us the opportunity to work harder to enhance financial literary among Thai consumers and enable them to manage their financial matter more effectively.

“The interpretation of TMB Experience conceptual idea has been translated into design by ‘DINN’ from Italy who has involved in the design works for various financial institutions. The company has been commissioned to work in many countries worldwide and was recognized with several design

awards, such as the “2018 Retail Award” by Forum Retail, Milano in the category of “Best Store Layout”.

Ms. Waranee Wanrat, TMB Head of Channel Planning & Implementation, said, “The experience that customers will get from TMB Experience are the new services that are not for sales purpose. We have created a journey which has been designed for customers to discover their real financial needs and explore the suitable products and services which can help them get more.

“Starting from Welcome and Engage Zone, customers who enter the branch will experience the transparent and comfortable atmosphere in the area in front of the branch. This part will be installed with multi-media panel providing information to attract visitors. In this zone, a visitor can engage in an avatar creation by answering a few questions. An avatar identity will then be created to represent customer in accordance with his financial needs, such as a breadwinner or a new jobber. The customer will receive a QR Code of the avatar identity which can be used in the Need Zone as a key to access to a range of financial products and services suitable for him.

The Need Zone has been designed for privacy. Customers are encouraged to use the generated QR Code to scan and take time to review a list of product and service information which are suitable for them. The information is available in a graphic format and is easy to digest. TMB staff members will be on hand to assist, explain and gives additional recommendation if needed.

If customers need to discuss further on their financial planning, including mutual fund purchase or insurance, or require financial advice from experts, they will be invited to the Advisory Zone which is a private area where they can discuss more details face-to-face with the branch staff or connect with investment or SME business experts via video calls. This area can also be used as an ample space for meeting, training or seminar.

TMB Experience also compliments TMB’s omni-channel strategy. Once customers decide to purchase, they can do it at TMB Experience branch or use the Call Me Now service to let the Bank’s personnel contact them and proceed with the realization process without having to make a physical visit to branch again.

TMB Experience remains offering full transactional services, such as deposit, withdrawal and payment, delivered by TMB staff in the Transaction Zone.

Ms. Waranee added “TMB Experience will completely change perception on a bank branch. Branch personnel do not sit back and wait for customers to visit to do the same types of transaction anymore. Here, we provide the facilities and assistance for customers to understand and discover about their real financial needs and make decision of their choice with the advice from our in-house experts. The goal is to help customers get more from banking service and achieve their financial goals effectively.

“We will keep developing the system to be more intelligent that can analyze existing database and automatically offer the products and services which are suitable for customers once they enter TMB Experience. Along with the introduction of TMB Experience, TMB also recruited more than 30 new generation employees for the new concept branch. Currently, TMB Experience is available in 2 locations – the United Center on Silom and the Icon Siam.”

Mr. Marco De Carli, CEO and Founder of DINN!, said, “Banks around the world are going digital but often neglect the human interactions. As an Italian Design innovation firm that has delivered numerous successful branch innovation projects globally, we strongly believe that the human touch has to be at the forefront and the technology should be invisible.

“Our TMB Experience concept defines a new way of banking not just in Asia but internationally as well. We effectively integrate all touchpoints so the branch is more than a space, it plays a key role as a physical channel connecting all TMB physical and digital touchpoints. In our ideation process, we take into consideration the Thai culture and context so that the concept is innovative and also customized to the local needs.

Ms Sharon Kam, Southea
st Asia Regional Director of DINN! added, “We congratulate TMB for being forward-looking and being a great partner in this project. With this new TMB Experience concept, the bank will truly Make THE Difference in the banking industry, and effectively deliver real value to the customers.”