



## Branch Transformation

### Empower a new era of branch banking

The world of banking is changing. Today's customers want more personalized experiences that carry seamlessly across all channels — whether they're banking online or with their local branch. Customers want to experience all of the convenience of digital banking in a secure, modern physical environment.

Samsung helps connect digital and physical banking environments with a flexible ecosystem of end-to-end mobile solutions that are trusted by 16 of the 20 largest financial services institutions in the U.S.<sup>4</sup> With Samsung, branch associates can reduce peripherals and increase face-to-face time with customers — ultimately enhancing employee experiences and driving customer satisfaction. Samsung empowers bank employees to engage customers with convenient, tailored services that reduce banking complexity — all backed by defense-grade security through Knox.

## 83%

of consumers expect seamless information across mobile, online, and in-person interactions.<sup>1</sup>

## 70%

of 18 – 54-year-olds want personalized recommendations and experiences based on their banking behaviors and needs.<sup>2</sup>

## 46%

of consumers cite great customer service as the number one driver of bank satisfaction.<sup>3</sup>

## 46%

of banking customers disagree that their primary bank provides a modern in-branch experience.<sup>4</sup>

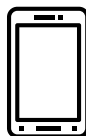


## With Samsung's Branch Transformation solution, you can:



### Provide branch customers with secure, personalized digital experiences

Deliver modern branch banking that connects the customer journey across physical and digital touchpoints. Knox Capture and Near Field Communications (NFC) allow employees to seamlessly verify customers' IDs and passports from a single mobile device, while pin-on-glass lets customers access their accounts directly on a tablet using a pin pad entry. Branches can also streamline customer service interactions with convenient wearables that provide employees with real-time alerts and notifications, while mobile devices and tablets enable digital customer signatures for quick and easy documentation.



### Untether employees from their desks

Improve employee efficiency, effectiveness and satisfaction with multi-functional, secure, enterprise-grade mobile devices that reduce unnecessary peripherals and empower more face-to-face customer interactions. With the power of Samsung DeX, employees can turn their Galaxy device into a dashboard to complete tasks and projects without carrying around a laptop. Note Assist and Transcript Assist allow employees to easily capture and organize notes on their Galaxy AI devices, while push-to-talk Teams streamlines peer-to-peer communications.<sup>5</sup>



### Embed security at every level

Maintain a secure, compliant and controlled branch environment with comprehensive management tools for every device in the branch and its secured shared associate access. Knox Zero Trust multi-factor authentication helps eliminate endpoint threats, while on-device mobile threat detection provides secure connectivity and collaboration for employees and customers alike. Samsung also offers hardware-backed security to safeguard transactions, while the combined power of Knox Suite and Knox Platform for Enterprise secures confidential and sensitive data from the inside out.

Learn about how you can increase operational efficiencies in your branch by empowering your associates with digital tools at [samsung.com/us/business/solutions/industries/finance/](https://samsung.com/us/business/solutions/industries/finance/) or else contact your account manager directly.

Product Support 1-866-SAM4BIZ

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1. IDC Whitepaper, sponsored by Samsung. Bridging the Digital-Human Gap: Strategies for Branches and Intermediaries - Insights from US Study on Modernization in Banking and Insurance<sup>®</sup> 2024. 2. Consumer Banking Report 2024, Epam Continuum. 2024. 3. CX Trends 2023, Zendesk. 4. 20 Biggest Banks in America, U.S. News & World Report. 2023. 5. Galaxy AI features by Samsung will be provided for free until 2025 on supported Galaxy devices.