

Houston Medical Center Digital Signage Enclosure

Case Study

BBVA Compass

BBVA Compass is a Sunbelt-based financial institution that operates 672 branches and commercial and private client offices throughout the U.S.

BBVA Compass is a Sunbelt-based financial institution that operates 672 branches, including 341 in Texas, 89 in Alabama, 77 in Arizona, 62 in California, 45 in Florida, 38 in Colorado and 20 in New Mexico, and commercial and private client offices throughout the U.S.

BBVA Compass ranks among the top 25 largest U.S. commercial banks based on deposit market share and ranks among the largest banks in Alabama (2nd), Texas (4th) and Arizona (5th).

BBVA Compass has been recognized as one of the leading small business lenders by the Small Business Administration, and its mobile app recently earned the Mobile Banking Leader in Functionality Award for the second consecutive year from Javelin Strategy & Research.



Challenge

At BBVA Compass, more than 50% of branch transactions occur in the drive-through.

Drive-through banking was an established but somewhat stale customer service, until 2013 when we unveiled Banker Link.

Banker Link opened the door for BBVA Compass to test new concepts related to drive through banking. Banker Link combines the secure, personalized service of a knowledgeable banker with full self-service technology by allowing customers to speak with a live agent and perform transactions even without their debit card.

Banker Link has given us valuable information on our customer's bank preferences. As our pilot progressed, we wanted to provide a similar experience for our walk-up and branch customers, but as a drive-up experience, Banker Link did not meet our requirements.

We challenged FITTS to solve our concerns of brand visibility, user experience, customer privacy and serviceability.



Enhances BBVA Compass
customers experience
supporting BBVA
position as an innovator



Solution

In response to project objectives outlined by BBVA Compass, FITTS developed a plan to design a unique enclosure that would create a unique and innovative user experience for indoor and walk-up assisted self-service customers.

To gain an understanding of the project requirements, FITTS surveyed a pilot site and interviewed multiple BBVA Compass stakeholders to gather input to be used during product design. Prior to fabrication, FITTS generated a 3D model of a proposed design, consistent with BBVA brand requirements, to visualize the proposed solution that would achieve an increase in brand visibility while maintaining a sense of security while conducting financial transactions.

With a couple minor changes, the final product was approved for manufacturing and installed a short time later bringing life to the first walk-up Banker Link in the BBVA Compass network.





Results

As a result of BBVA Compass and The Fitts Company creating a new enclosure, BBVA Compass customers have the opportunity to leverage this innovative technology to bank on their schedule, 24 hours a day, 7 days a week.

We have achieved:

- Innovative use of branding visibility due to customized enclosure
- Achieved extended product marketing capability with integrated digital advertising
- Increase in offering varied services to customers 24x7
- Customer privacy during indoor video-banking transactions



Q&A



Interview With

Jill Hunt

SVP & Director of ATM Channel

BBVA Compass

“FITTS is helping us create best-in-class branding solutions enhances the experience for our customers and supports our position as an innovator.”

Jill Hunt

Can you tell me how the design of the Enclosure came to fruition?

The design was a collaborative effort between BBVA Compass and FITTS. Knowing we had limited space and budget but still wanted a best in class design we asked the FITTS team to pull together options that would lay out the best and most usable experience for our customers. Several rounds of designs that incorporated our brand were reviewed until we reached an agreement on what we jointly felt best represented our product and test plan.

What were some of the reasons that led to selecting The Fitts Company for this project?

FITTS capabilities to consult, design, manufacturer, implement and support the solution was very important in our decision process. Anytime you can work with a single company that takes end-to-end ownership, it reduces complexity for us and allows us to focus on our core business. Another big factor was the use of 3D modeling and build out validation. The laser scanning and 3D modeling capabilities allowed us to visualize the solution installed in the actual environment.

Can you expand on the 3D modeling? How was that helpful?

Typically we would receive shop drawings which are needed, but do not provide a great visual to see how something would be installed in the actual environment. FITTS was able to scan the location and then create a 3D model of the solution installed in the new environment. They then organized a webinar with various stakeholders and showed us how the entire solution would look installed. It was a first for us to see this and it really helped realize how the design would function.

Were there any surprises during the project, and if so, how were they handled?

There seem to always be some type of surprise in these projects and it's important to have a partner that can minimize the impact and offer solutions when they happen. One major surprise occurred during the install process when it was discovered the site build-out was not done to the specifications and the space was off by about an inch. We thought we would have to abort the installation for many weeks, and get the general contractor take the existing wall out and install a new one to the right specifications. However, FITTS quickly suggested that they could create a new panel with a smaller dimension, which would allow the enclosure to fit in the space as is. This saved us a lot of time and money and we avoided having to delay the grand opening to the next month.

As this was your first experience working with The Fitts Company, would you consider utilizing them in the future?

Absolutely. We've already been working on additional projects together. We had another highly visible location in Austin and FITTS created a custom solution for us and that experience was equally impressive. In our business, it's important to have multiple partners you can trust and rely on and that will bring you new ideas.



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About The Fitts Company

The Fitts Company is a nationally acclaimed solution based manufacturing company delivering innovative designs and products for a diverse client base across multiple industries.

Our team is comprised of highly experienced individuals that enable our capabilities of consulting, design, manufacturing, implementation, and maintenance services. We manufacture a diverse range of products that includes interior/exterior signage, ATM & self-service enhancements, modular buildings, branch/store transformation and automotive solutions.



Discovery

- Research
- Consulting
- Best Practice
- Laser Scanning



Design

- Product Design
- Value Engineering
- Renderings
- 3D Modeling
- Shop Drawings



Manufacturing

- Prototyping
- Fabrication
- Integration
- Quality Assurance



Implementation

- Project Management
- Site Surveys
- Permitting
- Installation



Maintenance

- Repair
- Refurbishment
- Inspection/Cleaning
- Painting

Our Solutions



INTERIOR SIGNAGE



EXTERIOR SIGNAGE



SELF-SERVICE ENHANCEMENTS



MODULAR BUILDINGS



BRANCH/STORE TRANSFORMATION



AUTOMOTIVE

For more information, please visit thefittscompany.com