

ziba 2003

UMPQUA BANK

SURF. SIP. READ. SHOP. BANK.

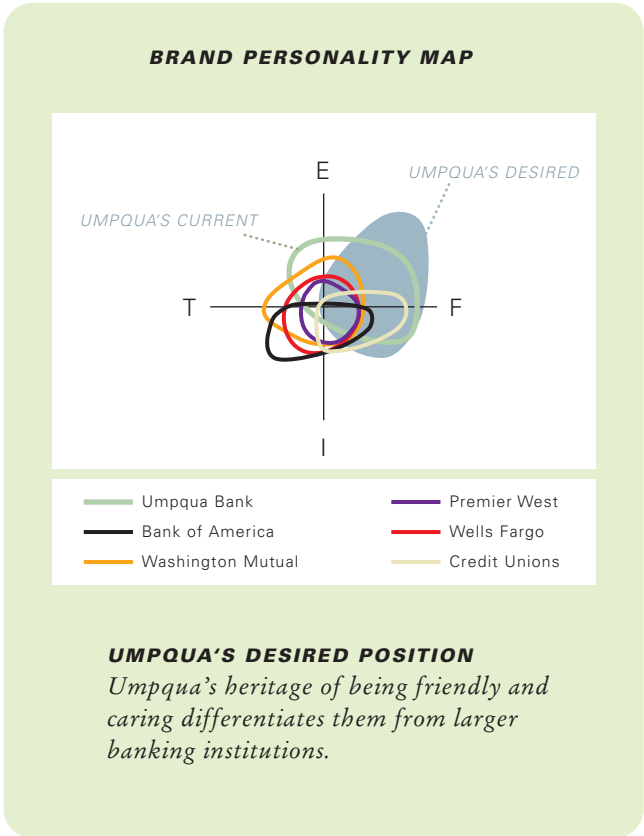


UMPQUA **Redefining the banking experience.**

CHALLENGE

Umpqua Bank, a regional bank with over 65 branches located throughout Oregon, wanted to reinvent retail banking. The first step in achieving this goal was to create a flagship store that would embody their brand and translate its unique style of banking into a compelling experience for its customers. The new bank store was to be used by a range of customers including businesses and individuals. It was to provide these customers with all their banking needs including investing, savings, loans and insurance. A store manager and a staff of Universal Associates would operate the bank. Both would be responsible for providing Ritz-level customer service.

Originally founded to provide loggers and farmers a banking alternative, Umpqua Bank has a unique set of values—universal customer service, a willingness to take on the establishment, and a quirky, self-effacing style—that allows it to provide banking services in ways that other banks cannot. However, when you walked into one of its existing branches the customer experience failed to reinforce these values. ZIBA was asked to create a retail banking experience that translated Umpqua’s brand values and character into a space which would inspire, engage and encourage Umpqua customers to take control of their financial future. Specifically, we were asked to define the activities, services, space layout, fixture and furniture design, environmental graphics and collateral design. In short, we were asked to create the total Umpqua Bank Experience.



SOLUTION

Part upscale hotel, part retail (and a little bank), Umpqua’s innovative new store invites customers to read the paper, enjoy a free cup of coffee, surf the Internet, and shop for banking products. While some banks discourage customers from entering a bank branch and other banks compete against the Internet to provide convenience and speed, Umpqua’s new store inspires and encourages its customers to relax and take their time when making financial decisions.

Called Greenspace, the new bank store is more than an environment; it’s an experience. Shopping modules encourage customers to buy Gift Cards, open a Green-friendly Account or open a Business Account. Merchandising tables promote special programs and keep the bank fresh and relevant. Customers are encouraged to browse the aisles, allowing Umpqua’s Universal Associates to approach them in a non-threatening, conversational way. The shopping experience encourages customers to think and act on their financial future.

Experiences happen in the “between” spaces.



ZIBA’s environmental graphics help define the Umpqua experience. Three large inspirational banners showing people enjoying moments when they don’t have to think about money define the tone of the space. At the end of the space, the hero wall celebrates a local customer who is living the Umpqua dream, following her heart, not her pocketbook. Behind the teller row, a large mural tells the story of the Umpqua Valley, where prosperity is depicted through the harmony of nature. Product graphics, gift cards, coffee coasters and interactive banking screens offer windows into the Umpqua Valley and extend the Umpqua experience. Framed nature photos continue the brand story into the smaller spaces, while illuminated signs (Surf, Sip, Read, Shop and Bank) announce the concept to passing customers.



RESULTS

When Umpqua’s President and CEO first announced this program to his Board of Directors there was resistance, so he guaranteed them fifteen million dollars in new deposits the first year. As he began to see the program evolve he raised his guarantee to thirty million dollars. The first week the store was open, it generated a record one million dollars in deposits. Nine months into the first year Umpqua’s new store had a record fifty million dollars in deposits. Umpqua Bank is currently rolling this store concept out to its other branches.

Intangible benefits include PR value. In addition to numerous local press articles, the new store was also featured on CNBC’s Squakbox. This feature showed the President of Umpqua in the new store talking about banking as brand and the value of customer service. Conservative estimates cite current PR value close to one million dollars.

The space also has helped create cultural cohesion around the Umpqua vision. Universal Associates are raving about the design and requesting transfers to work in the new space. They say the space makes them “excited to come to work every morning” and it sets the stage to provide superior customer service.



EXTENDING THE EXPERIENCE
Umpqua customers share the banking experience with gift cards.

**PART UPSCALE HOTEL, PART RETAIL
(AND A LITTLE BANK).**



Silver Award in Business/Public Environments
2004 IDSA Northwest Industrial Design Invitational

Gold Award in Design Explorations
2004 Business Week/IDSA Industrial Design Excellence Awards

Silver Award in Environments
2003 Portland Design Festival