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ANZ Digital Design Retail Branch Roll-Out

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BY

ANZ
 Blue Sky Design Group
 WMK Architecture
 Lend Lease
 Jones Lang LaSalle (JLL)

DESCRIPTION

ANZ Banking Group commissioned a complete redesign of its retail model, bringing the customer experience to the forefront of its new digital banking concept.

Led by a Blue Sky Design concept, WMK developed ANZ's new 'digital design' detail and developed the architectural base. This included preparing a comprehensive design standards

manual prompting an efficient construction program of sites delivered by Lend Lease and JLL, which continues across Victoria as part of a national roll-out.

The reinvention of ANZ's retail space has been enthusiastically received, generating overwhelmingly positive feedback from staff and customers, whilst delivering against the bank's strategic growth goals.

KEY FEATURES

1

Digital design – the new digital design offers a full range of digital banking solutions, supporting customers to access better ways to bank. The branch is enabled with interactive media, Wi-Fi and various digital media platforms to communicate products, demonstrate solutions, and promote sponsorships and other initiatives.

2

Flexible customer service pods – the new branch design provides a variety of meeting spaces with differing levels of privacy, offering a more personal and customised experience. Each site is planned in response to extensive consumer research, where the customer is greeted on entry and directed to the right zone for their enquiry. The result is an enhanced store program, with better customer flow & engagement with the whole retail space.

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