

wichitabusinessiournal.com OCTOBER 20, 2017 VOL. 32 NO. 42 PAGE 14

## INNOVATION AND ENTERPRISE AWARDS

## FIDELITY BANK

## Fidelity Bank counting on 'bank of the future'

People don't bank the way they used to. They demand a banking relationship tailored to their specific needs, which can mean mobile capabilities allowing them to bank from anywhere or meaningful personal interactions with knowledgeable people.

Fidelity Bank has responded to these changing customer needs.

"Over two years we took a hard look at industry trends, customer demands | traditional teller line in favor of a more

**INNOVATIONS** 

and emerging technologies," says chief operating officer Michele Kyle. "As a result, we completely transformed our service delivery model

and drive-thru banking experience."

At its recently constructed branch at 3128 South Seneca, this new approach is balancing innovative technology and personal service.

"Our new branch design offers a more convenient and efficient way to conduct banking business face-to-face," Kyle says. "Visitors are greeted and served by a highly trained and knowledgeable Universal Banker prepared to perform basic transactions, detailed account openings and everything in between. The office has been purposefully designed to include experience zones for every step of the customer journey, including open collaborative spaces and more private areas. At our tech bar, customers can learn about our mobile and online banking services."

The bank has also done away with the

consultative teller pod design.

"In this new model, all of our in-branch bankers are armed with extensive knowledge to

serve in a consultative role, so customers aren't stuck waiting for a particular associate to become available to help them," Kyle says.

Kyle says the bank has also innovated behind the scenes by enhancing its network, systems and infrastructure as it introduces more technology-focused services to customers.

"In our hyper-competitive industry,

**From left: Teri** Rosenhamer, strategic project administrator: Michele Kyle, COO; Joley Riley, retail banking director: and Shane Stuhlsatz. director of technology innovation.



innovation is critical." Kyle says. "If we don't evolve to meet the changing needs of our customers, they'll find another bank that will. We have to innovate on all fronts, from security to service delivery, to grow and support our customers."

Although Fidelity is the first financial

institution to introduce many of these services, Kyle sees the changes as a spark for overall economic growth.

"We believe that innovation breeds innovation," Kyle says.

Julie Conner