WHAT'S THE FUTURE OF THE BRANCH?

The Headache: Branches can be an expensive way to deliver customer service. Yet they are a traditional channel and one that many customers still want to use.

Our Question: What do you think the future of the American bank branch will be? What's going on at your bank?

Come see what other bankers think, and add your own views

Are bank branches essential, evolving, obsolete, or morphing?

In recent years, the number of bank branches was skyrocketing. At the same time, the number of channels for accessing bank services grew, ranging from the internet to mobile devices. Some pundits predict that the size, number, and focus of branches will change drastically.

What do you think the future of the American bank branch will be? What is your own bank doing about branches? In terms of size and "footprint"? In terms of number? In terms of purpose and function? In terms of humanity versus technology?

Let's hear your views and ideas below! (Editorial Note: Contributions to Pass the Aspirin may also appear in our print edition. While we will ask for your e-mail address, this is only as an aid to verifying identity and will not be used for any marketing or promotional purpose. The e-mail address will not be published.)

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