

# The Branch Experience Is Not Going Away Anytime Soon

I read from time to time that branches as we know and love them are a thing of the past. Because of smart phones and the internet and “Fintech,” it’s been widely predicted that consumers will soon bypass investing the time and energy to travel to the branch to deal with actual human beings.

Yet, everything that you will ever read in Branch BUSINESS eMagazine will be about how to make the branch experience better with professional people and not replaced by non-human machines.

In my business, I’m fortunate to be part of a large circle of industry experts by LinkedIn and other social media. In fact, just 10 minutes ago, having answered a single e-mail invitation from a banking SVP on LinkedIn, I was able to accept 52 other invitations by pressing a single keystroke. That part just keeps getting easier, thanks to technology.

But, there doesn’t seem to be a day that goes by without my receiving more than a few press releases from banks and credit unions about new branch openings. As a very proud Irishman, I found one that I received yesterday to be very interesting. It was about a new branch of the Country Bank of New York celebrating the bank’s 30 year anniversary by opening a new branch in Westchester County. It seems that the bank with 14 branches is controlled by a single family, the Murphy family – hmm, I’m pretty sure we’re related somehow.

Here’s how this particular release began: “(SCARSDALE, NY)- June 20, 2018 – Local business leaders and community members gathered at Country Bank’s Scarsdale branch on June 14th for a Ribbon Cutting Rededication Ceremony and to honor the Murphy family who has led the bank for 30 years.

Country Bank has grown into a successful New York metro area bank, while still offering country service and commitment to the community.” And, I’m pretty sure you don’t offer country service and commitment with machines!



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*Interior of new branch with welcome sign*

Local business leaders and bagpipers hold up the ribbon alongside JoAnn M. Murphy- Vice Chair of Country Bank, Carolyn T. Murphy- Vice President and Chief Marketing Officer of Country Bank for a community-wide celebration of Country Bank’s 30 year anniversary at the Scarsdale branch.

Thanks for reading!

Tim

Please contact me directly with any and all suggestions and story ideas. [tim@branchbusiness.us](mailto:tim@branchbusiness.us)  
**561-282-6015.**

