

PNC Bank: Pop-Up Branch

Retail banking is changing dramatically as consumers are increasingly using technology to do most of their banking. A 2012 American Bankers Association survey found 39% use online banking as their preferred method of banking compared to 18% for branches. But branch convenience to their home remains the No. 1 driver for their primary bank selection.

PNC continues to invest in ways to help customers bank when and where they want – including our first-ever portable and temporary “pop-up branch.” This is a creative way to bring banking to customers, help them learn about PNC and get their feedback.

FACTS

- **Size:** 20 feet x 8 feet; Estimated weight of 8,000 lbs.; Constructed of steel by CGS Premier, which specializes in mobile exhibits and food trucks
- **Location:** Atlantic Station in Atlanta; a renowned mixed-use neighborhood with housing, restaurants, theaters and retailers
- **Open for Business:** July 30, 2013, through mid-November; Hours: Seven days a week; M-F 10:00 a.m. to 7:30 p.m.; Sat. 9:00 a.m. to 5:00 p.m.; Sun. 11:00 a.m. to 4:00 p.m.
- **Staffing:** Financial services consultants instead of tellers as the emphasis shifts from teller lines and transactions to technology and conversations
- **Services:** The consultants will help with new accounts, personal loans and credit cards along with referrals for a PNC mortgage, investments, merchant services or other products. They will use iPads to demonstrate innovative online and mobile services, e.g., PNC Virtual Wallet and Cash Flow Insight for small businesses.
- **“Smart” ATM:** PNC DepositEasy machine available 24/7; Key features: cash checks; deposit multiple checks or cash; dispenses \$1 bills

