

# CREATING PEAK MOMENTS FOR IN-BRANCH EXPERIENCES

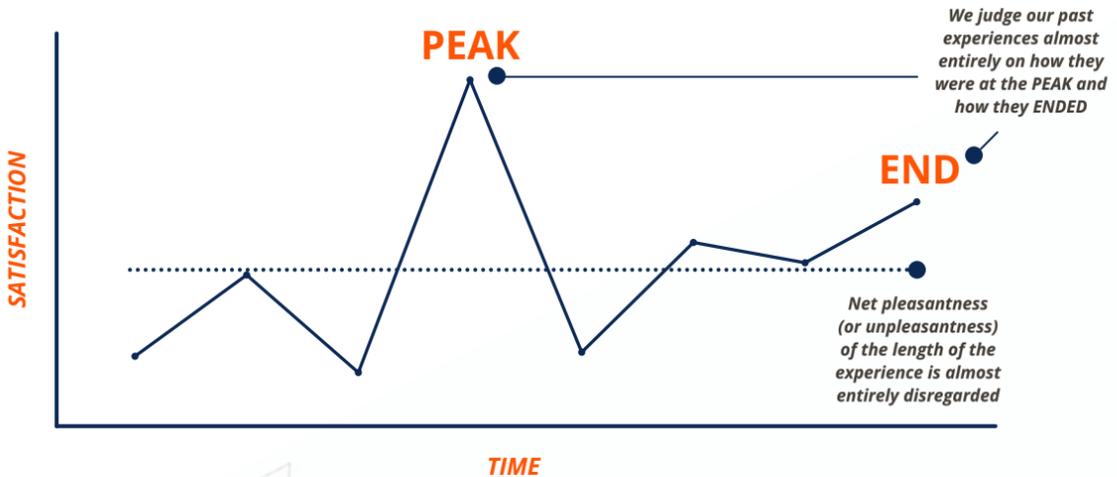
Why experiential branches keep members and customers coming back for more

## GET MORE OUT OF YOUR BRANCH

Brick-and-mortar proves to be relevant time and time again. This is where pinnacle moments and memories are made. Why? Because the physical environment offers more opportunity to connect to visitors visually and emotionally.

Renowned psychologist Daniel Kahneman introduced the Peak-End Rule as a way to explain how human memory actually works. Rather than an average of all our experiences, recall is subject to our best or worst moments, called peaks, and what happened most recently.

Your branches offer a unique opportunity to create peak moments that other channels don't offer.



## CREATE YOUR PEAK MOMENTS

Here are the four elements your branches can leverage to connect visitors to your team while giving them a memorable experience.



### Elevation

Moments of happiness that transcend the transaction and create more opportunity for exploration.



### Pride

Moments that capture visitors at their best; whether it be a feeling of achievement or a sense of security.



### Insight

Eureka moments that enhance a visitor's understanding and possibilities of what their financial journey can be.



### Connection

Moments that are social in nature; like interacting with a universal associate.