

New digital Absa branch opens in Hyde Park

The new digital Absa branch at Hyde Park, Johannesburg, offers Quick Service Kiosks, an innovative Qmatic system and safe and convenient 24-hour banking.



The new branch, opened by Absa Group CE, Maria Ramos, implements these innovations following the bank's R&D approach at numerous branches countrywide, where various concepts are tested and fine tuned in a live transactional environment. The Hyde Park branch is the first branch where all of the results from the research come together in one unique package, with a rollout plan for other branches across the country to follow soon.

Quick service, no barriers

At the branch, customers are welcomed into a crisp, modern branch with digital marketing elements and LED lighting, where most financial transactions are paperless.



Innovations such as Quick Service Kiosks allow customers to perform complex banking activities without the need to queue, while the bank's innovative Qmatic system uses a ticketing system to match a customer's transactional requirements with the best skilled consultant who can provide the service in the shortest possible time. The customer is then directed to multi-skilled staff who are able to handle varied queries and transactional needs quickly and efficiently - all at the same counter.

To improve the customer's experience further, the glass barriers that previously existed between customer and banker have been removed, while teller cash recycling machines allow for quick and accurate counting of cash whilst maintaining a highly secure environment.

"I am proud to introduce this branch to our customers. It represents the new face of traditional banking. The result will be that we can deliver outstanding service to our customers, offering them an engagement that is faster and more efficient," said Ramos at the launch.

"The move towards a more technological branch augments the self-service banking, which we have already introduced to support a 24-hour banking service. Customers are able to deposit cash and transact across our ATM network or access their banking in the comfort of their homes using cellphone and online banking platforms as well as our banking app.

"We are proud to complement our digital offering with this branch that simplifies customers' relationship with the bank and makes banking an easier and more enjoyable experience," she concludes.