

## **The Bettembourg branch moves into the self-service banking era**

*May 20, 2014 - In light of changing customer expectations and steady developments in the area of electronic means of payment, Banque Internationale à Luxembourg (BIL) is continuing to invest in its branch network to further enhance customer service and support, while expanding the self-service banking facilities available.*

**Reflecting its constant pursuit of innovation, BIL has become the first major retail bank to introduce “bubbles” for short customer meetings of between 10 to 15 minutes. These discreet areas throughout the branch enhance the new banking experience exclusively offered in BIL’s renovated branches, prioritising customer service and support.**

Opened on August 17, 1953, the Bettembourg branch moved to its current location in December 1995. In order to improve the service it offers its customers, the branch has just been renovated to adopt the new model already successfully implemented at the BIL branches in Echternach, Dudelange and Findel, as well as the two branches in Esch and more recently in Bridel, BIL’s first self-service banking branch.

By optimising the number of customers coming through its doors – a move made possible through the complete redesign of the in-branch facilities – the Bettembourg branch is now able to offer ultra-personalised high-value-added services. This new branch concept, separating cash activities from our advisory service, allows customers to make cash transactions in a special self-service banking area open 24/7, and online transactions at dedicated iPad and PC stations using the free WiFi available throughout the branch. By keeping counters open for cash transactions, the Bettembourg branch is able to efficiently handle customers’ everyday banking transactions while simultaneously offering flexibility for specialised transactions and advisory services.

Branch manager Christian Moris and his team are available Monday to Friday from 8:45 a.m. to noon and 1:30 p.m. to 5:15 p.m., and every Wednesday until 7:00 p.m. by appointment.

**BIL Agence Bettembourg**

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