



Greater Texas Credit Union

ARLINGTON, TX

BRANCH TRANSFORMATION | FLAGSHIP BRANCH | PROTOTYPE

Greater Texas Credit Union approached NewGround to guide them to create a refreshed member experience in a modern, flagship branch that would replace a smaller aging location.

The new location prominently displays the Greater Texas Credit Union name and logo on multiple facets of the building, increasing brand visibility to attract new members. The new cash bar provides for a full universal banker model to be implemented by giving employees the freedom to move out from the line to greet members as they walk through the front door. Both digital and printed graphics were utilized throughout the environment to provide an immersive experience and convey the values of the Greater Texas Credit Union organization.

The new branch also improved the employee experience with clearstory glass bringing in natural light, in addition to new, larger offices and furniture that allowed specialists to communicate with members in comfortable privacy. A new employee break room was also added as an offstage area where branch team members can relax and recharge.

3,422

SQUARE FEET



TRANSITION TO UNIVERSAL
BANKER MODEL

885

SQUARE FEET DRIVE-UP CANOPY

