



MAX Credit Union

ALABAMA

BRANCH SYSTEM | FLAGSHIP BRANCH

MAX Credit Union (MAX) needed more regional facilities in the state of Alabama. Therefore, NewGround was chosen to deliver four new branches. MAX prided itself on delivering personalized choices via intuitive digital tools, turning the modern banking experience into a human experience, and this made NewGround a great fit. NewGround provided strategic facilities planning for their main office and entire branch system. As a result, the new branches were designed in an engaging, retail-focused way that merged analytics with flexibility and hospitality.



PREFORMING ABOVE
EXPECTATIONS IN ALL MARKETS

5

PROJECTS COMPLETED



SYSTEM-WIDE TRANSFORMATION

