



THE DEI DIFFERENCE:

BRANCH TRANSFORMATION STUDY
CAMPCO FEDERAL CREDIT UNION

WHO WE ARE

Buildings that stand out draw people in. DEI is a design build company. We design financial institutions that captivate consumers, invite exploration, encourage consultation, and ease connection with a focus on hospitality as well as on banking.

With a 31-year history of successful, on-time and on-budget projects, DEI has emerged as a leading choice in designing, customizing and building compliant, engaging and customer-centric financial institutions. In fact, 74% of DEI's business comes from previous clients.



Top: Conference Room
Left: Waiting pod



OUR CLIENT

Limited Visibility

Campco Federal Credit Union is located in a highly competitive area of Gillette, Wyoming. Limited by their location, the credit union had a difficult time attracting new members since they were not located in the busy business section of downtown, like many of their competitors. Once a member did travel to the branch, the parking lot often appeared "too busy" and some members felt they would come back another day.

"And we know that, for some, that day probably never came," said Kurt Thelen, Campco's President and CEO.

Not only was the existing branch not attracting new business, the corporate offices were divided between four facilities making communication across departments disjointed.

Campco's business was not declining, but had they continued along the same course, their business could have become stagnant.

OUR ROLE

Time for Change

In 2010, Campco FCU brought on Kurt Thelen as President and CEO to champion change for the credit union. After much discussion, Thelen and the Board decided to peruse a new corporate office location and hired DEI to search for the ideal real estate. The search resulted in the purchase of a parcel of land in the downtown district, which sits at a higher elevation than the surrounding businesses and is seen from the expressway. Having been previously located on the outskirts of town, this location, and the two-story building, now allowed them to be seen from all vantage points.

With such a remarkable location, Campco wanted an equally remarkable building – something “unpredictable” to rural Wyoming. The result is an 11,681 sf new main office. The exterior features a clearstory vestibule with large scale

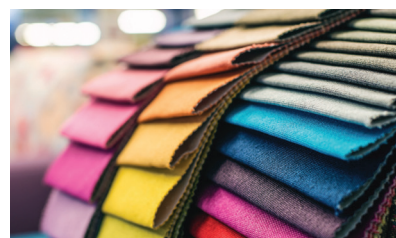
murals, specialty lighting and spans of glass that allow the building to shine during the evening hours and provides a distinct “WOW” factor. The interior is modern and bright with a fireplace to add warmth.

“The non-traditional building with lots of glass really helped put us on the map!” says Thelen. “We became someone you could trust with your money. Our offices look much more professional. We incorporated Teller Pods and now we have the ability to service members faster using the cash recyclers. MSR’s can also talk to members easier because the barrier of a traditional teller line is gone.”

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Left: Exterior view of building
Right: Waiting area with fireplace

OUR RESULTS

Delivery, Service and Culture

Campco realized that opening the branch would create interest and increase foot traffic. They diligently cross-trained their staff on the new teller pods and on relationship-building techniques prior to moving into the new building so the transition would be seamless.

"We opened our doors with the same number of staff expecting that the cash recyclers would streamline the process and make us more efficient," explained Thelen. "Instead we ended up adding four people to keep up with demand the new building was attracting. Now we are budgeting for 1-2 additional people for the call center as we continue to grow in the counties surrounding us."

The overall corporate culture for Campco has become one that values communication. After being relocated from four separate buildings into one, communication has increased, which has aided in goal-setting and response time to staff.

Outcome: SUCCESS

Between the new building, employee training, increased communication, and incorporating new technology, Campco has seen an increase in:

- Members
- Name Recognition
- Loans and net income



Above: Waiting and customer queue areas
Left: Entryway and greeting area



OUR SERVICES

Reinvention starts with vision.

Close collaboration between DEI design and construction teams and their clients results in fresh perspectives and keen inspiration. Turnkey solutions incorporate all aspects of facility planning, including:

- Staff and space growth projections
- Site selection and analysis
- Architectural and interior retail design
- General construction
- Facility delivery system
- Innovative retail and merchandising solutions
- Branding strategy/exploration
- New trends and technology.

WE SPECIALIZE IN

STRATEGIC PLANNING
BRANDING
ARCHITECTURE
RETAIL CONCEPT DESIGN
INTERIOR DESIGN
CONSTRUCTION

For more information about how DEI can help you, please contact us at 866.749.6949 or info@dei-corp.com



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