



INFiN Store Appearance Best Practices

Mission:

To foster the improvement of the industry's image by developing and promoting best practices for store appearance for all INFiN members.

Elements of Positive Store Appearance:

The following best practice elements are the primary considerations for improving store appearance and creating a positive image for INFiN members.

I. Building Exterior

1. Storefront – *Clean, Fresh and Clutter Free*

- Surface of building is clean and free of deterioration, cracks, broken fixtures. Visible attachments such as electrical boxes, conduit, security gate covers, etc. are well maintained and whenever possible integrated into to building façade to minimize visibility.
- Windows are clean and free of cracks, tape or other unsightly coverings that obstruct visibility into the facility
- Entrance is clear and easily accessible
- Graffiti or other similar markings are not visible
- Trash bags or other waste materials are clear of the front of the store where they are visible

2. Identity Signage – *Create Your Brand – Do It With Class!*

- Signage is clean, simple and identifies only the business name and primary services provided
- Identity signage generally is not used as a menu of all products and services
- Signs are in good working order, free of cracks, broken parts or missing characters
- All electrical components on lighted signs are in good working order
- General overall maintenance includes regular power washing of signage, awnings, building façade and sidewalks

3. Window Displays & Graphics – *Professional While Allowing Visibility*

- Exterior window(s) utilizes a system (e.g. frames / hardware) for signage to be neatly displayed in an orderly fashion. Avoid dated or shop worn items and refresh on a regular basis.
- Signage is professionally lettered and not handwritten.
- Signage is not hung using tape.
- Neon or other light box signage is in working order and displayed in an orderly fashion. Unsightly wires or cords are not visible.

II. Customer Area

1. Flooring

- Floors are clean, dry and free of trash
- Broken tiles or torn carpets have been repaired or replaced
- If inclement weather conditions exist, walk-off mats are deployed to keep floors clean, dry and safe

2. Ceiling / Lighting

- Ceiling tiles are in good condition, clean and unstained
- All lighting fixtures are operational with all bulbs, ballasts or lenses in good repair and working order
- Lobby area lighting is bright and evenly distributed

3. Write-up Counter

- There is an area that customers can use to sign checks, complete money transfer forms or other documents prior to or after using the queue line
- Area is well lit and free of clutter, unsolicited materials from third parties such as newspaper stacks, flyers or other similar materials
- Relevant materials such as money transfer forms, pre-paid debit card forms or company advertisements for authorized products or services are displayed neatly and in full stock

4. Lobby Area / Queue Line

- Area is free of trash, papers and other clutter
- Lines are logical and promote order in the lobby
- Where appropriate, stanchions are used to define flow and eliminate customer confusion

5. Waste Management

- Trash bins are accessible to customers at all transaction points
- Trash receptacles are integrated into the interior design of the store whenever possible. Metal trash cans or receptacles with visible plastic bags are not used.
- Trash bags awaiting disposal are never left in the customer areas or mantraps where they can create offensive odors or an eyesore

6. Interior Displays & Graphics – Reinforce Your Brand

- Simple and professional methods, such as menu boards, are available to display the full compliment of products and services as well as relevant pricing that reinforces the transparency of fees associated with Financial Service Centers
- Wall signage and posters are hung in a neat and orderly fashion
- Tape is not used to hang posters and signs
- Signs are refreshed on a regular basis to remove worn, torn or tattered items
- Framing or retail hardware hanging systems are used to manage this process

7. Teller Window – Eliminate Clutter

- This area is free of clutter
- Tellers do not keep handwritten signs or notes in an area visible to customers
- Extraneous materials such as papers and office products are not in customer view
- A professional image is presented at the primary point of transaction. If personal materials such as photos, religious paraphernalia, holiday decorations are permitted in the workplace, they are not posted within the view of the customer.

III. Employee Area – Your Image Confirmed

- Employee area is maintained in a manner consistent with the rest of the store and conveys a positive image
- This area is free of clutter. Storage of materials is in enclosed containers, cabinets or drawers not visible to the customer.
- Papers and materials are filed and not piled on countertops and work surfaces
- Cartons, cleaning materials and other extraneous items are stored so as to not be visible to the customer
- Wall surface behind the transaction window is prime promotional space and are handled in similar manner to the display walls in the lobby
- Employee area lighting behind counter is bright and evenly distributed

IV. Employee Appearance – *Your Image Cemented*

- An employee's appearance projects an image that supports the company's customer service and business objectives
- Dress and grooming standards are in place to reflect a sense of professionalism that would be considered appropriate for a business environment
- Dress standards do not allow the wearing of clothing that would be typically used for exercise or any other such leisure activity
- Dress standards do not allow any clothing with words or pictures that may be offensive to customers or other employees are not permitted to be worn in the workplace
- Dress standards do not allow clothing to be in wrinkled, dirty or poor condition
- Grooming standards provide for styles for hair, jewelry, makeup and other personal items that are workplace appropriate
- Employees adhere to good grooming and personal hygiene practices

Best Practices Summary

The objective of the INFiN Store Appearance Best Practices is to foster the improvement of the industry's image by developing and promoting ways that its members can project a positive store image for their Financial Service Centers.

Adopting these Best Practices will help you to improve your company's performance and image in the communities you serve. In the most competitive markets, the appearance of all stores has improved in order to remain viable (keep up or be crushed). Customers prefer and choose retailers that provide attractive, safe, bright and welcoming environments. A customers' first impression is developed by the exterior appearance of your property. It is reinforced by the look of the lobby and is cemented by the way your employees present themselves. These are all a reflection of your business.

Additionally, most financial service centers that have invested in improvements to their store appearance have reported that they have experienced improvements in their business. These Best Practices encourage better recognition of the store, appealing to new customers that may not have been comfortable doing business under previous conditions, and improving communications of marketing messages about the various products and services offered. Simple, low-cost improvements can yield exceptional results.