



Taking banking to the next level

Scotiabank officially launches first digital branch at Price Plaza

History was made in Trinidad and Tobago with the official launch and tour of Scotiabank's first digital branch at Price Plaza, Chaguanas on Wednesday 13th June, 2018. As a bank dedicated to helping its customers become better off, Scotiabank recognises that technology is changing the way we are doing business. Today's consumers are technically savvy and demand easy, global and seamless mobile experiences. The Price Plaza digital branch, therefore, represents the onset of a responsive, bank-wide digital transformation as we adapt to our customers' changing lifestyles.

Speaking to those in attendance, Stephen Bagnarol, Managing Director, Scotiabank, reiterated the bank's dedication to meeting its clients' ever-changing demands through this new initiative: "At Scotiabank, we are strongly focused on driving our digital transformation to deliver a compelling experience for customers, while increasing our operational efficiency. This strategy is

truly global in nature, and will allow us to evolve, creating customer and shareholder value."

Ignacio Deschamps, visiting Group Head, International Banking & Digital Transformation, Scotiabank, shared that the recent transformation of the Price Plaza branch is not an isolated event, but rather a reflection of the bank's evolution on a global scale. Scotiabank has in fact invested significantly in the creation of a network of five international 'digital factories' (Canada, Mexico, Peru, Chile and Colombia), equipped with a 700-strong cadre of new digital talent, hailing from non-banking industries, such as technology companies like Facebook, Mercado Libre, LinkedIn and others. These factories engage in knowledge sharing with the Caribbean digital team, which in turn works closely with Trinidad and Tobago's local business lines, allowing for improved customer service and support.

The visiting Group Head emphasized that this global transformative process is not intended to replace, but rather, complement the role of the human advisor in banking. "It's important to note that the digital process does not eliminate the human element from customer service. The human element is still critical – it will just be implemented differently," he explained.

As Scotiabank celebrates 128 years in the Caribbean this year and 64 years here in Trinidad and Tobago, we are constantly seeking new ways to enhance banking and provide greater convenience and comfort for customers, particularly through digital advancements. With this bold, first step, we herald a new era in banking – one which involves reimagining and simplifying the customer experience through technology in spaces across the country – spaces designed for discussion and discovery to enable our valued customers to enjoy banking like never before.

1. Ignacio Deschamps – Group Head, International Banking & Digital Transformation is welcomed by Krishna Roopnarine – Assistant Manager, Service and Support, Price Plaza Branch
2. Smiles from Scotiabank professionals at Price Plaza

3. Ignacho Deschamps cuts the ribbon to officially launch Scotiabank's first digital branch. Also in photo are (L-R): Stephen Bagnarol – Managing Director, Scotiabank; Dr. Sandra Sookram – Deputy Governor, Central Bank of Trinidad and Tobago and Brendan King – Senior Vice President, International Banking, Scotiabank

4. Stephen Bagnarol during his address
5. Annecia Rampersad-Sookah – Manager, Price Plaza Branch demonstrates the use of iPads within the digital branch's social zone to Ignacio Deschamps, Brendan King and Stephen Bagnarol.

 For more information on our digital transformation, visit tt.scotiabank.com

