



**jh**  
Banking

## CASE STUDY

### Branch Anywhere™

#### Mobile Application Platform

*"With Branch Anywhere, you have everything you need when you need it, where you need it."*

Jeff Miles  
Director of Banking Center Operations  
Republic Bank & Trust

**Institution:**  
Republic Bank & Trust

**Location:**  
Norman, Oklahoma

**Website:**  
[www.rbt.com](http://www.rbt.com)

**Assets:**  
\$512 million

**Founded:**  
1988

## Branch Anywhere™

### Mobile Application Platform



*"[Branch Anywhere] is an on-the-go, at-your-fingertips application that expedites and streamlines everything you need to execute an enterprise mobile strategy."*

Jeff Miles

Originally chartered in 1988, Republic Bank & Trust is a community bank committed to creating vibrant communities throughout Norman, Oklahoma by focusing on quality of life and quantity of business. Republic Bank & Trust has remained true to this mission for nearly 30 years, and currently runs five banking centers and one mortgage center, with a large concentration of customers coming from the small business sector. Because of its pledge to help all customers and all bankers be financially secure, constantly delighted, and committed to the community, the bank is always looking for ways to improve its customer service.

When Republic Bank & Trust decided to improve the way their bankers interact with customers offsite, they looked at the Jack Henry Banking® Branch Anywhere app. Director of Banking Center Operations Jeff Miles explains below how Branch Anywhere has provided the at-your-fingertips functionality its bankers needed to go above and beyond for their customers.

**Jack Henry Banking (JHB): What business needs does Republic Bank & Trust have that led you to purchasing Branch Anywhere?**

**Jeff:** Branch Anywhere lets our Relationship Managers go outside of the bank to meet with their customers and have all the information they need at their fingertips. The old way of doing things meant printing out confidential documents that our Relationship Managers would take with them to meet customers, creating a potential security risk. On top of that, they had to wait until they drove back to the banking center to input customer information or take action on behalf of their customers (like signing up for a new service). Prior to Branch Anywhere, meeting customers outside of the bank was a lot of hassle, and was time-consuming and inefficient.

**JHB: What have you been able to accomplish with Branch Anywhere that you wouldn't otherwise have been able to accomplish?**

**Jeff:** Branch Anywhere provides mobile remote accessibility to our customers. When it comes to our business customers in particular, we've always gone out of our way to meet at their place of business. The downside of this is that we didn't have the information we needed – if the customer asked a question about their account history or account balance or really anything, we would have to take a note and look up the information when we got back to the office. Branch Anywhere gives us the remote ability to log in securely and find the information the customer needs right then and there.

**JHB: Which positions or departments within your bank have benefited from Branch Anywhere?**

**Jeff:** Thanks to Branch Anywhere, we've seen productivity and efficiency increase across the board – Relationship Managers, Sales Managers, and Administrative Bankers.

**JHB: Has Branch Anywhere helped improve your competitive positioning?**

**Jeff:** By giving us the ability to fully assist a customer at his or her place of business, Branch Anywhere has absolutely improved our competitive positioning. A majority of our customers are small business customers, which means they own businesses with only a handful of employees. Because of this, finding time to get to the bank during regular business and banking hours can be very difficult – they need us to come to them. With Branch Anywhere, we can fully service our small business customers when and where they need it. That's huge.

**JHB: What has your experience with Branch Anywhere been like so far?**

**Jeff:** The reception from our bankers on the roll-out of Branch Anywhere has been fantastic. They've been very enthusiastic about integrating Branch Anywhere into their workflow and about learning how to use it on a day-to-day basis.

**JHB: If you were to recommend Branch Anywhere, what is the one compelling statement you would make?**

**Jeff:** With Branch Anywhere, you have everything you need when you need it, where you need it. It's an on-the-go, at-your-fingertips application that expedites and streamlines everything you need to execute an enterprise mobile strategy.



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Jeff Miles

Branch Anywhere is an enterprise mobility solution that enables your bank to seamlessly execute an enterprise mobile strategy with a mobile application platform for branch employees. Branch Anywhere leverages sophisticated standalone and product-specific companion apps and mobile technology to provide an alternative method for interacting with your core system and its integrated retail delivery solutions by converting tablets and smartphones into contemporary new banking channels that make branch banking a more visual, interactive, and efficient experience.



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Jeff Miles