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THE IMPACT OF REMODELING BRANCH BANKING FOR A CASE STUDY OF THAI MILITARY BANK (TMB) TOWARD CUSTOMER ENGAGEMENT

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Abstract: *As a trend of digital technology have grown rapidly in Thailand and it will be integrate to all industry in future include banking industry with customer centricity concept. Commercial bank's branch in Thailand was consider as first issue that was impact by this challenge on retail banking environment (sales and service experience), convenience of terminal and efficiency for providing services. Moreover, behavioral of customer to visit the branch was changing toward a digital channel, while the physical channel is require for customers to create customer trust and become a "Lifestyle Touch Point Banking" in the future. Regarding to customer engagement, branch is the key concept to acquire and engage customers. The research investigated the impact of remodeling bank branch in Thailand with three main factors for developing the remodel, branch redesign, customer experience, and new technology development. Therefore this research has examined the impact of remodeling branch for a case study of TMB bank in order to engage with existing customer and acquire new customer to bank due to increase number of sales across among channel and improve customer satisfaction. In this research, a questionnaire was used as a tool for collecting the primary data. The data was analyzed by using descriptive statistics and the hypotheses were tested using Multiple-regression and ANOVA. The findings showed the impact of remodeling*

Keywords: *Banking Industry, Customer Engagement, Branch Design, Customer Experience, Technology*
