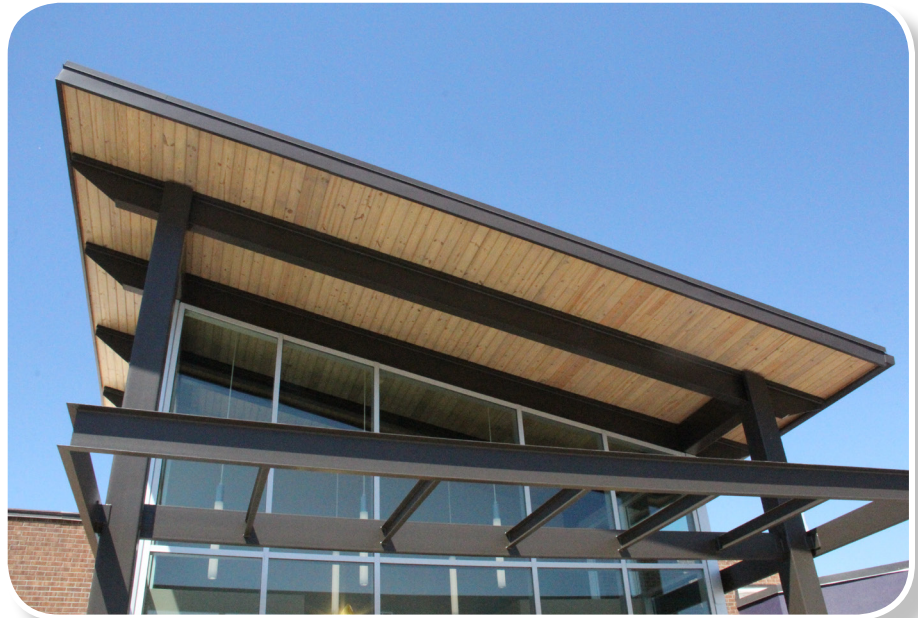


**CASE STUDY**



## Investing in a Greater Return on Customer Experience

**E**LG A Credit Union's Davison location occupies a building that was previously owned by a traditional bank. The building was divided into a second business and a physical wall split the space creating two entrances and confusion as to how to access ELGA's Financial Advisory Office. FUNchitecture's design solution began with the removal of that physical barrier and led to a remarkable transformation and improved member service experience. The building was re-insulated, new windows and doors were installed, new ductwork replaced long and inefficient runs, and new energy-efficient LED lights were used throughout the renovated space. A new lobby now provides interactive ATM experiences and a new first impression counter provides modulating colored LED lights synced with the seasons and ELGA's energetic and driven staff! A new call center is hidden from public view and provides a welcoming face at the new interactive ATMs at many ELGA locations. Custom millwork provides both staff and members with a quality branded customer service experience!

