



Royal Bank

NEWS

## RBC opens Financial Solutions Centre in Pt Lisas

**Port of Spain, Trinidad & Tobago, March 6, 2018** – “We are willing to imagine what the future of banking will look like – and we are taking steps to define it,” so said Darryl White, Managing Director, RBC Royal Bank Trinidad and Tobago. Speaking at the formal launch of its Pt. Lisas Financial Solutions Centre on February 27, White explained that RBC is evolving its store (formerly branch) network to provide choice and flexibility to clients.

In January, RBC announced it was going digital in an effort to offer clients greater flexibility, security and control for their everyday banking. In a media statement at the time the bank noted, “We have been transitioning to a digitally enabled relationship bank for some time and had reached the cross-roads of making that concept real for RBC clients.” In delivering his remarks on Tuesday, White emphatically noted that being a digitally enabled relationship bank was not an oxymoron.

“The best businesses can reconcile the previously irreconcilable needs of clients. Uber – personalized and cheaper; Netflix...convenience, variety, on demand and mobile; and Amazon...unlimited variety that is personalized and fast. At RBC, we are providing clients with multi-channel options that offer them the flexibility and convenience to bank anywhere and anytime. At the same time, we will still interact with clients in ways that add value and provide support for more complex financial solutions.”

This is the vision and the reality of the client experience at the Pt. Lisas Financial Solutions Centre. Located at Atlantic Plaza in Point Lisas, the bank first opened the new concept store in May 2017. Here there are no over-the-counter cash transactions, but clients can access RBC’s multi-channel options at the location – ATMs, online banking and mobile app – for their everyday banking needs. It’s a place where clients have the opportunity to sit with RBC team members for advice and assistance on more complex financial needs.

“There is a dedicated focus on helping our clients find solutions that work for them,” explained Joanne Forde, Store Manager at Pt. Lisas. The bank will also conduct educational sessions to offer clients information about adopting digital services and managing finances through life events. Forde explained that clients have been using the facility, which is opened Monday to Friday, even as renovations were taking place. “Clients enjoy the one-on-one treatment they receive here. Our team is charting a new way to bank, and they are being successful.”

On hand for the official ribbon-cutting was MP for Couva South, Rudranath Indarsingh, who was joined by Head – Caribbean Banking, Rob Johnston; Regional Operating Officer, Gretchen Camacho-Mohammed; and Area Vice President, Simone Edwards.

“If we are to thrive tomorrow ... we must be innovative today,” said Johnston in his welcome remarks. “We must be quick to identify and respond to our clients’ goals and their desire for a simpler and more efficient way to work with us,” he added. RBC is positioning itself to be on par with the tools and services of other global banks.

Speaking about rapid change in the industry, innovation and volatile economic conditions, Johnston stressed that banks must reassess what they mean to their clients and how they should meet those needs.

White also announced that the bank will be opening a new store in the months ahead. “The Marabella store will be different from the stores you have come to know,” he said. “It will balance a focus on digital services with relationship support.”



Rob Johnston, Head Caribbean Banking RBC; from left, Gretchen Camacho-Mohammed, Regional Operating Officer, RBC Royal Bank Trinidad and Tobago; MP for Couva South, Rudranath Indarsingh; Joanne Forde, Store Manager, RBC Royal Bank Trinidad and Tobago; and Darryl White, Managing Director, RBC Royal Bank Trinidad and Tobago, following the ribbon-cutting to mark the formal launch of RBC's Pt Lisas Financial Solutions Centre on February 27, 2018, at Atlantic Plaza, Pt. Lisas.