



Verosol blinds making an impression at Westpac

Customers are always right. Regardless of who they are, whenever they feel ignored or neglected, they have the power to vote with their feet and take their businesses elsewhere.

This cardinal rule of customer service applies as strongly in the banking sector as anywhere. It explains why banks are always full of well-trained employees who are eager to please. And it explains why Westpac recently enlisted the services of Verosol, a manufacturer and supplier of functional indoor and outdoor solar shading fabrics and window coverings.

Understanding that their tellers only spend part of their time actually serving customers – and realising that this may give the impression that they are ignoring those customers – management sought a way to close them off from view when they have other work to do.

Verosol came up with the perfect solution. They suggested installing blinds that could be automatically raised and lowered as needed. This would not only leave customers with a clear view of who is (and isn't) there to serve them, but also deliver staff the privacy they need to go about their other duties.

Currently being rolled out in branches across the country, Motorised Ambience Internal ZIP blinds are helping Westpac present itself in the best possible light.

Verosol had just the product for this task, namely Motorised Ambience Internal ZIP blinds with Soltis blackout fabric. Manufactured using only the highest quality components and aluminium extrusions, the system is designed for both internal and external applications, these blinds are particularly strong and sturdy, with fabric that can be tightened to prevent movement or creasing. Fully automated, they can be raised or lowered as needed at the push of a button, or completely integrated into building and home automation systems.

Installed by Verosol's Verofit team, the blinds extend beyond the counter tops, all the way down to the floor. Taut and flush, when lowered they give the impression of a wall. This leaves customers in no doubt that there are no tellers behind them and unambiguously directs them to the counters that remain open.

Rather than choosing the blinds in a standard colour, Westpac decided to customise them. They took the installation as an opportunity to use them for branding. As the accompanying images show, the blinds all carry Westpac-specific imagery, logos, and so forth.

Thanks to Verosol's expertise and ability to provide Westpac with a customised window covering incorporating a highly specialised print solution, the addition of these images was a simple task. The results speak for themselves. Far from bland, the blinds add a sense of colour and vibrancy to the banks.

Already installed in several branches - including Westpac 520 Collins St and Westpac Mornington Peninsula in Victoria; and Westpac Bankstown, St George Bank Brookvale, and St George Bank Bankstown in NSW - the Verosol Motorised Ambience Internal ZIP blinds with Soltis blackout fabric are being rolled out across all Westpac branches.

Securely installed, they are doing exactly what they were intended to do - pointing out which tellers are currently serving, contributing to the bank's branding, adding a touch of colour and ambience, and generally looking great.

