



Branch Transformation Success Story



The First State Bank of Rosemount

Mark Toombs, President

About The First State Bank of Rosemount:

State Bank of Rosemount was established in 1909 and was the first locally owned independent bank in the city of Rosemount. Ralph Toombs began his career at the bank in 1919 and the Toombs family has owned the bank since 1949. In 2014, Mark Toombs succeeded his dad, Dave, to become President of The First State Bank of Rosemount which is currently \$75 Million in assets. Toombs decided to remodel the bank in 2017. This remodel was part of an ongoing strategy to create a better customer experience which coincides with their long standing motto "Building Relationships That Last." The bank chose Bankers Equipment Service (BES) to help guide them through a successful branch transformation process. BES has been a solution partner with The First State Bank of Rosemount since 1936.

"I chose to engage BES because of trust; I knew that they would help us find the best solution for our particular needs."

Prior Challenges:

Some of the bank's challenges before the remodel/technology implementation were operational inefficiencies at the teller line, employee theft, limited office space and an ineffective lobby layout for strengthening relationships. The low unemployment rate in Rosemount was also making it difficult to attract and retain new employees. After years of discussion with Bankers Equipment, Toombs knew it was time to make some serious changes or risk becoming obsolete.

The Solution:

The bank decided it was time for a facelift as the lobby was outdated and the space was not being used effectively. They tore down the teller line and added teller pods that housed Glory RBG-100 currency recyclers. Doing so created room to build much needed private office space along with an open lobby layout, which became more inviting for customers. The fireplace was remodeled and Mark's dad's favorite picture hangs above the mantle, creating a family room type of feel. The lobby houses a Glory QuickChange Self-Service Coin Machine wrapped in the bank's branding for customers to use when they visit the branch.



The Impact of Currency Recyclers:

“Since the installation, we need less staff to operate and were balancing in 2/3rds less time with fewer errors than before. We were able to eliminate vault buys/sells and we need less money on hand, freeing up cash for loans or investments. The cash recyclers really do pay for themselves. If we were to open another branch, a cash recycler would be one of the 1st things we’d order” says Toombs.

“The cash recyclers really do pay for themselves.”

The recyclers/teller pods allowed their tellers to get out from behind the line, focus less on transactions and really engage with customers. One customer shared his thoughts with the bank president on the new atmosphere of the branch and open teller line saying, “instead of feeling like you are walking into a bank, it feels like we are coming home.” In addition to the open floor plan, Toombs was able to utilize the space to add new offices for private conversations.

The Impact of the Self-Service Coin Machine:

“The self-service coin machine was a Godsend,” proclaimed Toombs. “The machine allows staff to stay in front of the customers that come into the bank. This aligns with our strategy to improve the customer experience and strengthen relationships. It also helps differentiate us from the competition. We have seen new/more people come into the branch. The customers and kids love dumping the coins into the machine, and getting a total. We have one customer who comes in with a large amount of quarters regularly, and the self-service coin machine has made this much easier to manage.”

“The self-service coin machine was a Godsend,” proclaimed Toombs.

A Final Word:

When asked about the project as a whole, Mark stated, “All of the changes that were made were done to create a better customer experience. We at The First State Bank of Rosemount are truly Building Relationships that Last. The building and the Presidents may have changed over the last 110 years, but the same great service still exists. I would recommend that all financial institutions look into these transformational solutions provided to us by Bankers Equipment Service.”



80+ Years Serving the Financial Industry

OUR MISSION is to provide the highest level of service, products and solutions that enable our customers to prosper. We will meet or exceed our customers' expectations while maintaining a positive environment that provides success for our team members and the company.

Bankers Equipment Service, Inc.
11561 12th Avenue South
Burnsville, MN 55337

952.890.6661

888.890.6661

www.bankersequipment.com