

VISA | BANK BRANCH OF THE YEAR



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1. Management Summary

VISA | BANK BRANCH OF THE YEAR

1. This Project is about **development of Visa Awards** concept
2. The development is in adding a new category of Visa Award: **the best bank branch of the year** in terms of **Customer Experience (CX)**
3. The CX in nominated bank branches will be assessed by methodology related to the successful „**Visa National Top Shop**“ concept which is retail store analogy to gastro „**Michelin Stars**“ contest
4. **NOMINATIONS: all banks in CZ invited** to send the nominations of their best branches to the organizers of the contest
5. There are **ca 3000 bank branches** in the Czech Republic, we expect 1-2 nominations/assessments every month
6. **2 STEPS ASSESSMENT:**
 - a) **PHYSICAL BRANCH VISIT** in the 1st round,
 - b) **FINAL JURY ASSESSMENT** (based on mystery shopping report)



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NOMINACE Q4/2024

VISA | BANK BRANCH OF THE YEAR | UniCredit Bank
Náměstí Republiky, Praha

NOMINACE Q4/2024

VISA | BANK BRANCH OF THE YEAR | CSOB
Radlická, Praha

NOMINACE Q4/2024

VISA | BANK BRANCH OF THE YEAR | ČESKA spořitelna



NOMINACE Q1/2025

VISA | BANK BRANCH OF THE YEAR | Partners Banka
Svratecká 1274/4, Brno

NOMINACE Q1/2025

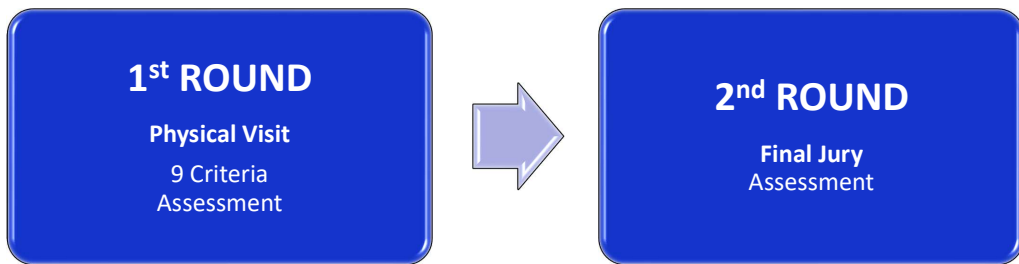
VISA | BANK BRANCH OF THE YEAR | KB
tr. Budovatelů 1997/114
Most

NOMINACE Q1/2025

VISA | BANK BRANCH OF THE YEAR | CSOB
Lannova 11/3, České Budějovice

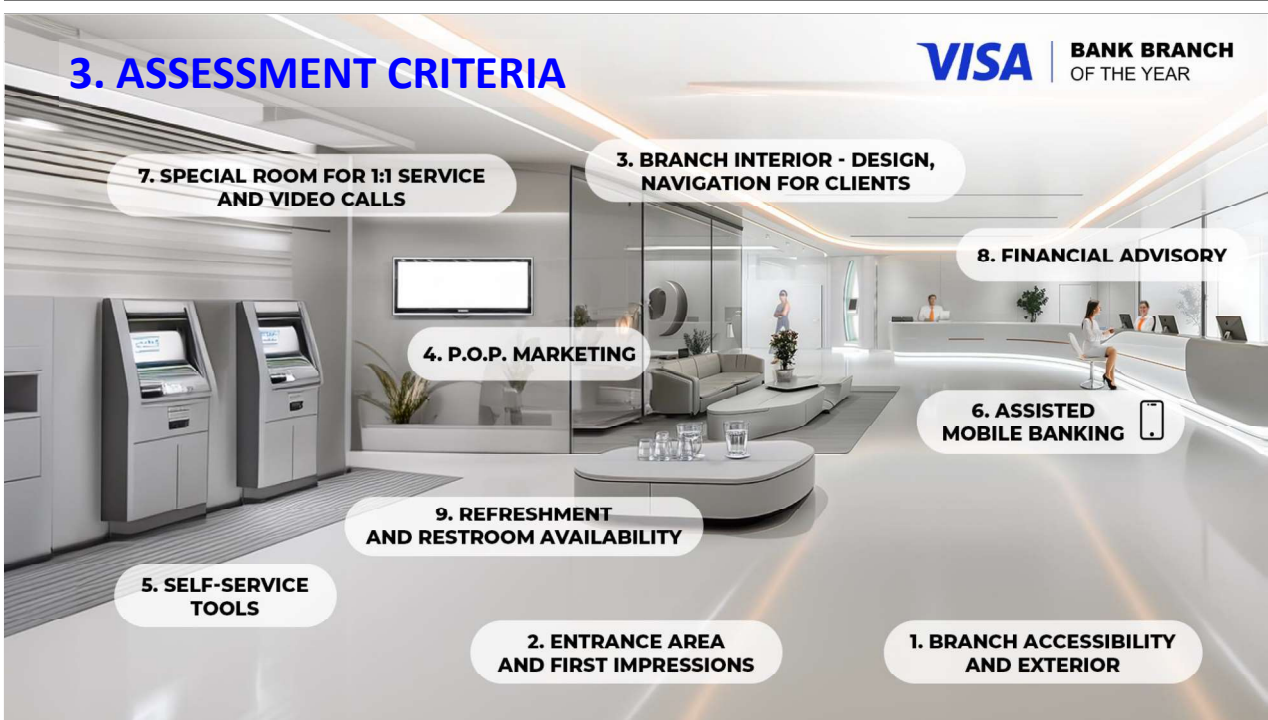
2. Bank Branch 2 Steps Assessment

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3. ASSESSMENT CRITERIA

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4. Final Jury

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OF THE YEAR



BLÁHOVÁ Eva
KPMG



DVOŘÁK Petr
VŠE (Chairman)



KOTLÁN Roman
SBK



MAŠEK Jaroslav
Economy News



NÁBĚLEK Viktor
Visa CZ



NEBESKÝ Michal
Development Bank



NĚMCOVÁ M.
instore.eu



NĚMČÍK Lukáš
COOP



SOBKOVÁ Martina
Banking Magazine



ZAVADILOVÁ T.
newstream.cz



ZRCEK Stanislav
Diebold Nixdorf



VACHOVEC Filip
PBC

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Final Jury - Organizations

Bankovnictví.



HOSPODÁŘSKÉ NOVINY

instore.eu



newstream



VISA



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5. Media Partners

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Bankovnictví.

newstream

cardmag



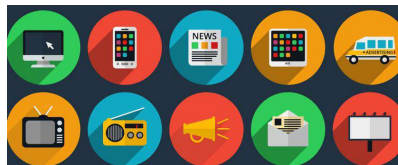
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Media Collaboration:

- We actively build relationships with key media outlets in the fields of finance, banking, and business for the project.
- We regularly prepare and distribute articles, press releases, and other content, such as videos, to inform about our achievements and project updates.

Media Coverage:

- Our news is regularly featured in reputable media, increasing awareness of our project and strengthening our reputation.
- We build brand awareness on social media.



Media Outputs – examples



6. Project Launch

Period	Winner Announcement
Q4/2024+Q1/2025	2025 April 22 nd
Q2/2025-Q4/2025	Spring 2026
Q1/2026-Q4/2026	Spring 2027



First Winners



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7. Project Team and Contact

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