

As more customers turn to ATMs, online banking...

RBC to shorten branch hours from next month

STARTING on Ash Wednesday (March 5), RBC Royal Bank (Trinidad and Tobago) Ltd will allow 30 minutes less time for customers to enter their branches.

According to a release from RBC, this change aligns with the evolving needs and preferences of its customers and will also enhance the work environment for its employees.

'More and more, clients and consumers prefer the convenience of self-serve options for their everyday financial transactions and are turning to digital banking and ATM services, while leveraging personalised, in-branch support for more complex financial advice, like buying a home or car, investing for retirement, or saving for their children's education,' a release from the bank stated.

RBC said it will continue to focus on enhancing its channels, technology and talent.

'The bank has made significant investments in its self-serve channels and has made progress in the digital environment, making branch visits for clients quicker, easier, and more efficient, enhancing the client experience. RBC's multiple distribution channels ensure clients can meet with the bank anytime, anywhere and at their own convenience, supporting their needs and financial goals, based on their choice and flexibility,' it stated.

'RBC also expects these changes will improve the work environment for its employees, allowing them to serve clients with dedicated and focused attention, contributing to employee engagement and providing the best client experience,' the release stated.

The new opening hours will see RBC's branches open Monday to Friday from 8 a.m. to 3 p.m. Currently, the branches close at 3.30 p.m. from Monday to Friday.

The new hours will also apply to the Mall branches and the Pt Lisas Financial Solutions Centre, which

will now open from 10 a.m. to 5 p.m.

At present, the Mall branches and the Pt Lisas Financial Solutions Centre open 30 minutes earlier, at 9.30 a.m.