

# What is SafeCatch?

Larry Carr, with the Seattle Division of the FBI, developed the SafeCatch concept in 2006 in response to an increase in robberies and a decrease in the quality of robber recognition.

The concept is founded on three key principles:

- 1.) Staff vigilance and safe “friendly” action
- 2.) Clear suspect recognition
- 3.) Effective post-incident follow up

While the cost of implementing SafeCatch is surprisingly low compared to other security measures, it is proving to be highly effective.

Working with First Mutual Bank, Bank of America, and other institutions; Larry has trained staff at over 250 branches. These institutions are already seeing results. Anecdotally, through video surveillance, and based on the latest FBI statistics, SafeCatch robbery suppression is already proving highly effective.

One of the reasons this program is being embraced by savvy institutions is that it delivers more than just enhanced security at a modest cost. It also can deliver a significantly heightened level of customer development, cross selling, share-of-wallet, and net-advocacy scores. Each customer entering a branch is addressed creating a customer-centric environment and providing opportunities for development. This same centrality causes staff to address unknown visitors in a friendly and non-threatening way. The same “Hi, my name is Jack Emick and I’m the manager. How can I be of help to you?” works with both a potential robber and new customers as well.



GREG GILBERT/THE SEATTLE TIMES



SafeCatch Architecture & Planning Information

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# SafeCatch Architecture & Planning

EHS Design has focused on the financial industry for over 25 years and is dedicated to helping each client create highly successful branch business models and branded prototypes that generate high ROI, staff satisfaction and safety, and customer net advocacy scores.



Paul Seibert, CMC

Agent Larry Carr came to us for help in designing a bank branch that would enhance the SafeCatch security program he created. Through partnering his expertise with ours, we developed branch planning and design concepts that Agent Carr found beneficial to his bank robbery suppression program.

Paul Seibert, CMC and the EHS Design team have completed over 1,700 branches. They have been working on enhanced customer development design techniques and creating strong and productive customer and staff experiences and unique brand images for financial institutions across North America. Agent Carr and Seibert quickly found that the process objectives of both SafeCatch and great customer development were parallel, and with proper application, they enhanced the performance of each.

The benefits of applying SafeCatch, the supporting architecture, and great customer development are substantial in terms of staff and customer safety and robbery reduction, and in terms of effective customer development, increased share of wallet, net advocacy scores, and ROI. The results are seen in the robbery reduction figures, videos, and the product of the enhanced staff and customer experience.

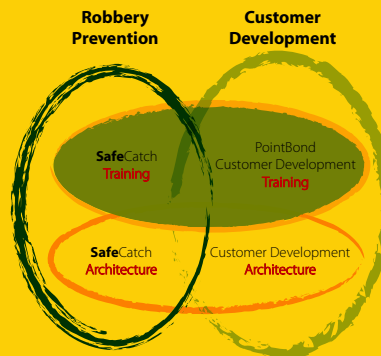
In the past, security programs have been diminished or failed because they interfered with customer development, the brand image, and efficient operations. The beauty of SafeCatch is that it does not get in the way; it actually enhances customer service, brand expression, and customer development every moment of the day.

There are specific staff actions, physical design elements, and technology integrations that drive a successful SafeCatch plan. SafeCatch and great customer development planning can be easily integrated into new branch business models and prototypes during the design process with savvy application. They can be mutually applied to existing standards with modest modifications. And, they can be inexpensively retrofitted to

existing branch. In the following, we show an example of a branch plan influenced by SafeCatch principles. An explanation of the detailed application of SafeCatch to a new and existing facilities is available to anyone who contacts us and agrees to a brief security check as noted below.

*An example of a SafeCatch Plan is offered here. For reasons of security, we have not provided a detailed description of the specific SafeCatch branch planning*

*elements, technologies, or principles. For more information and an animation of how SafeCatch principles operate in a branch, please contact Paul Seibert, CMC at [pseibert@ehs-design.com](mailto:pseibert@ehs-design.com) or 206 223 4999.*



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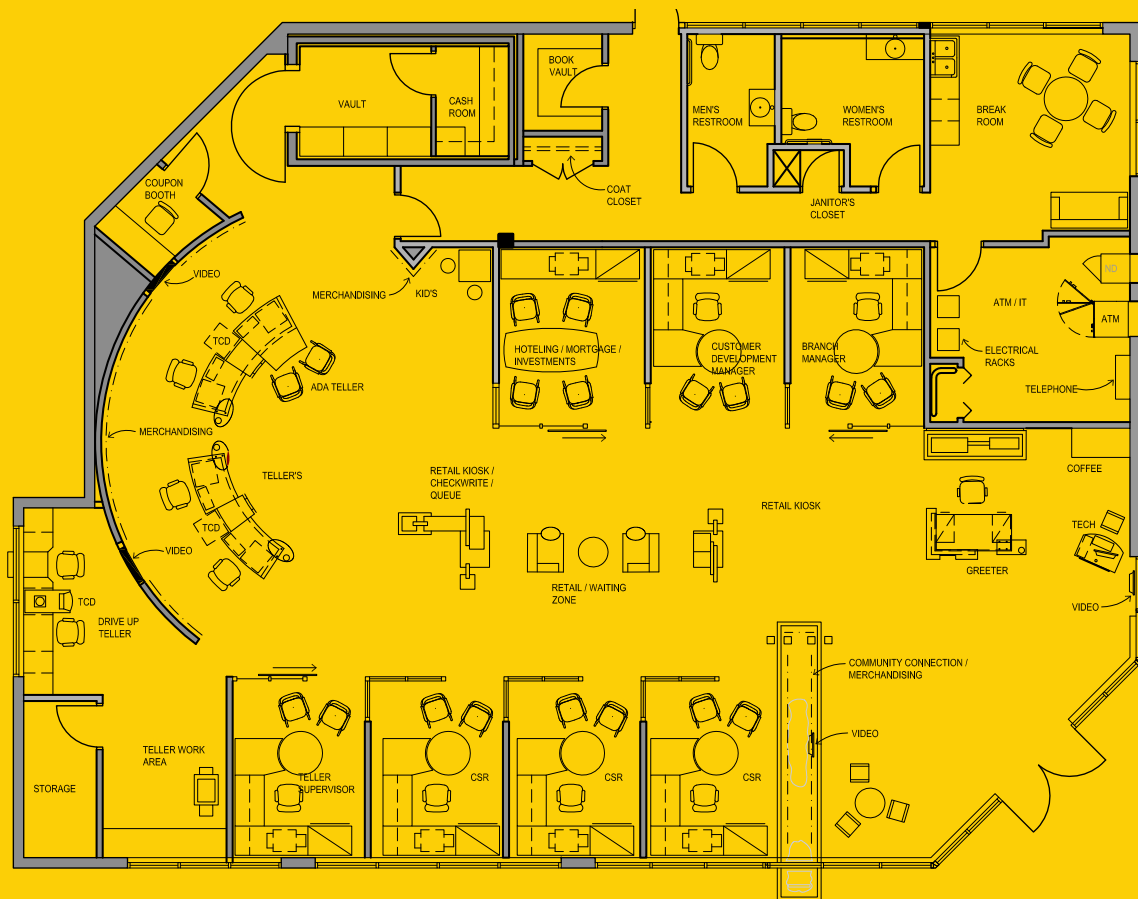
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# SafeCatch Floor Plan Example

This example floor plan illustrates an application of general SafeCatch planning characteristics to a branch. Every institution desires to operate a differentiating branch design and customer experience that increases staff satisfaction and productivity, customer development, net advocacy scores, and ROI. SafeCatch principles must be reengineered by a highly experienced planner for application to each prototype or existing branch to maximize the benefits to both security and great customer development.

For reasons of security, we do not provide a detailed description of specific SafeCatch branch planning elements, technologies, placements, or principles.

*If you would like to see an animated version of this plan illustrating the SafeCatch process or discuss the planning process and elements in more detail, please contact Paul Seibert, CMC at [pseibert@ehs-design.com](mailto:pseibert@ehs-design.com) or 206 223 4999.*



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# SafeCatch Case Study

North Shore Credit Union is a progressive and spirited financial institution in Vancouver, B.C. It is no surprise that they were looking for a branch so distinctive as to create a financial experience unchallenged by any other branch in Canada or the U.S.

Furthermore, the new branch concept needed to reinforce its strong brand; connect with target members and communities; and provide a highly productive business model while ensuring the safety of its members and staff. The idea was to create an engineered customer experience that generates top-of-mind awareness of products, services, and alternative delivery systems; help make staff successful through effective customer development procedures; and ensure a secure environment that reduces robberies and increases recognition of suspects; all while delighting members and increasing ROI in measurable ways.

SafeCatch and strong customer development principles are visible from the moment you approach the branch and enter the door, are greeted by an active concierge, pass through the customer engagement area, and visit with highly trained relationship staff at the transaction pods, and then exit.

Security enhancements have been fully integrated into the North Shore experience. The concierge undergoes both member development and a heightened level of security training; camera locations have been repositioned to ensure clear images of people entering and leaving each branch; and cash recyclers are employed to protect cash while offering more teller focus and customer relationship building; and member's photos are displayed on each staff's monitor during transactions.

North Shore has won awards for this branch concept and has used the concept to drive brand development in many other areas of the institution. Most importantly, the credit union operates a very safe branch with a highly active customer development program that is proving to significantly enhance growth in deposits, loans, share-of-wallet, market share, ROI, and net advocacy scores.

By combining SafeCatch and effective customer development principles along with a unique brand image and service philosophy, North Shore Credit Union has created a powerful and profitable delivery tool that is helping them accelerate targeted growth across their branching network.



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