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Community Bank

Patrick G. O'Brien is President, Chief Executive Officer and Director of CB Financial Services, Inc. and Community Bank, which operates 24 branches in Pennsylvania, West Virginia and Ohio. He is active in many community and business organizations, including the Washington Health System Foundation, Washington City Mission Capital Campaign Committee, Washington County Community Foundation and North Bethlehem Township Planning Commission.

The Future of Banking

Banking is a noble profession that helps people achieve their dreams, such as home ownership, home remodeling, a child's college education, automobile purchases and retirement planning. We at Community Bank also help businesses grow and expand through equipment loans, building loans, business acquisition loans and more. All of this has been part of our mission for nearly 120 years.

Like most businesses today, banking needs to embrace change and technology to remain relevant. Retail, business and customer services are being enhanced through digital and mobile investment. Banking is moving from being a branch-centric business to a mobile-centric business. As our customer needs and expectations change, so must the banking industry.

Banking has always been a competitive business. Almost 90 percent of U.S. households live within 10 minutes of three or more banks and 75 percent have a choice of six or more banks, according to McKinsey & Company. Today, our challenges and competition come with names like Apple, Google, Amazon, Quicken Mortgages and Venmo, and hundreds more are all entering the traditional banking space. This means that banks must invest and change to meet or exceed the multichannel demands of our customers.



Facilities and branch locations are still an integral part of banking; however, buildings must provide an environment that meets people's expectations when they walk into a bank branch. Starbucks, Apple and other retailers are redefining the retail environment. National heavyweights, like Capital One with its "Banking Reimagine" campaign, are changing our customers' expectations for banking facilities.

In addition to the brick and mortar facilities, people today are looking for banks to be a place where they can receive expert advice on how to achieve life's dreams and goals. Businesses are looking for an expert partner as they work to expand and improve their business model to meet the constantly changing business environment. In order to provide the required banking expertise, banks must train and invest in their employees to ensure that every step of a customer's journey exceeds the customer's expectation.





This begins with the front-line staff in the branch, the call centers, the digital help desks and more. In addition, loan customers today expect speed and transparency throughout the process, from the initial inquiry and application to approval, closing and the follow-up inquiries.

Growth through community service has been a platform that has served Community Bank for nearly 120 years. Our popular “Community Bank Cares” program has allowed our customers’ preferences to direct our contributions to over 740 churches and charities throughout our market area. Their charity preferences are determined when they borrow from us or open a meaningful account at Community Bank. In addition, our community-minded employees have logged thousands of hours of service to the many communities within our market area through their churches, economic development organizations and service clubs. Another important factor for bank customers is the onslaught of cyber

and financial crimes. The safety and security that banks provide have become increasingly more important for customers, be they retail or business. Today, there is no delay between breaches and customer awareness.

The final and probably the most important skill needed to navigate the banking future is leadership. Leadership skills play a significant role in the creation of the organizational competitiveness and performance that can navigate these ever-changing times. Bank leaders need to develop leadership skills so they are able to think and act strategically while navigating through the evolving and rapidly changing business environment. Strategic leaders have the ability to envision the future of the organization, the ability to communicate the vision of the organization and to motivate their teams toward the implementation of the organization’s strategic plan. 

CB Financial Services, Inc. is the bank holding company for Community Bank, a Pennsylvania-chartered commercial bank located in Washington, Pennsylvania. Community Bank operates 16 offices in Greene, Allegheny, Washington, Fayette and Westmoreland Counties in southwestern Pennsylvania, seven offices in Brooke, Marshall, Ohio, Upshur and Wetzel Counties in West Virginia, and one office in Belmont County in Ohio.