



IBAT BEST OF COMMUNITY BANKING (BOCB) SUMMARY ARCHITECTURE

The accelerated growth of Veritex Community Bank over the last several years has sparked the objective of creating more desirable and collaborative workspaces for our back-office and operations teams. This led to major improvements to the operations centers in both Houston and Dallas markets. The approach to the new design was driven with the bank's culture known as, "True You."

Dallas – Park Central Operations

In Dallas, an opportunity arose for Veritex to sublease multiple floors of an office tower to consolidate the operations staff and create an environment suitable for collaboration and communication located in a convenient and welcoming work environment. This overhauled operations center has been met favorably by our employees and, as our largest single location in the Dallas Metroplex, is a glowing symbol of all that the Veritex culture encompasses.

To create a suitable operations center in Dallas, Veritex leased two 26,000-square-foot floors at Park Central Towers. The facility is at the southwest corner of State Highway 75, also known as Central Expressway, and Interstate 635, also known as the Lyndon B. Johnson Freeway. This is a central location for the rapidly growing Dallas Metroplex and is convenient for nearly all 200 employees at this location, whose residences are in various areas of the city.

The open concept of these two floors also was a major factor in housing these employees. Open workstations surrounded by windows are a major contributor to productivity and morale within the office. Prior to the launch of the new operations center, many of the employees felt enclosed and disconnected during the workday. The new concept promotes camaraderie by placing work groups together and fostering a productive environment with a free flow of communication.

Amenities within the building include a deli on the ground floor of the building, which allows employees to remain on-site for lunch. The outdoor eating area, tenant lounges, and fitness center also contribute to an environment that motivates employees to "stay all day" and merge work and life.

Goals

Growth amid a global economic crisis was a high priority for Veritex in 2020 and 2021. With an increase in both deposits and loans, first-in-class back-office support was essential for client satisfaction. From an operational standpoint, Veritex wanted a centralized location for deposit operations, loan operations, digital banking, and other departments essential for daily operations that offered a collaborative and welcoming work environment. Promoting the Veritex culture amongst employees is a high priority for the bank and a work environment that fosters that culture is essential for any workspace we occupy.



Bank Involvement

Veritex leadership was committed to finding an office location that was convenient but also conducive to the work environment goals for these lines of business to be housed. Following an acquisition, a tenant at the Park Central Towers building needed a subtenant for two of their floors in the building. The ability to move in immediately and utilize the assets in place, combined with a reasonable rate on the lease, made the selection of the location an easy decision for the Veritex leadership team. As headcount continued to grow into 2021, the bank needed more office space and was able to sublease the other vacated floor. While both floors were fully functional for daily work, graphics were placed on the walls to give the locations a true Veritex feel.

Impact

The updated office has re-ignited the staff and increased the camaraderie and morale for the entire Dallas operations team. Since all the employees were working from home upon the execution of the lease in March of 2020, a new office to return to has brought about positive energy to the staff. The ability to occupy the entirety of two floors has allowed the bank to maximize personnel at the location while also being able to cluster specific teams and departments to maximize work efficiency.

Houston – Brookhollow Operations

Following the acquisition of Green Bank by Veritex, a unique opportunity arose for two best-in-class community banks with vibrant cultures to merge and continue growth across Texas. As a part of this new chapter for the organization, an improvement to what was the Green Bank operations center became a high priority for the leadership team.

The basic and dreary layout of the office provided a working area for employees, but not much else in the way of comfort and amenities. In addition to morale and productivity, the work environment made it difficult for the organization to attract talent. An overhaul of the facility was needed to give the operations team a suitable work environment in line with the company's culture.

Prior to the acquisition by Veritex, Green Bank housed its operations center on a 21,000-square-foot floor in Houston. While there was ample working space available in the facility, it was not conducive to team-focused work and did not provide the environment needed for effective back-office work. With more clients because of the acquisition, an upgrade was necessary for a productive workplace.

Goals

Leadership saw it necessary to make the operations center a place where people wanted to be, to attract and create more positive energy during the workday. With so many employees and different teams working on this floor, updating common spaces, and meeting areas was also a priority. Veritex found it necessary to let the employees know that everyone was now a part of a new culture centric organization, and, therefore, the goodwill of an improved production environment would aid in morale.



Bank Involvement

Veritex worked on a total remodel of the floor. This included updated conference rooms to facilitate larger meetings. The entire kitchen was upgraded to provide a welcoming area for lunch and an open concept coffee bar that serves as a gathering space. Branded Houston themed artwork was placed on the walls bringing more life and a cultural feel of unity to the employees. The entire staff also was surprised with new desk chairs.

Outcome/Impact

In addition to the productivity gains of an updated work area, the cultural impact was significant for the organization's largest office in the Houston market. More than anything, these employees felt cared for and felt they were a part of a much larger team. The improved office space gave interns the desire to work for Veritex full-time and improved employee retention and satisfaction.