

Desjardins continues innovative wave with two service centres in Montreal

A new concept for TMR and Notre-Dame-de-Grâce

Montreal, February 11, 2016 – Desjardins Group continues to be a driver for innovation with the opening of two new service centres in the Town of Mount Royal and in Notre-Dame-de-Grâce. Similar to [Desjardins 360^d](#) and [Desjardins Marché Central](#), these new centres were designed with a studio feel: an open and user-friendly space centred on making goals a reality. Members and clients can count on comprehensive and personalized support whether they need help managing their daily finances, preparing for retirement, planning a trip or buying a house. The centres offer technological tools and different financial themes so that members and their advisors can work together in a vibrant and welcoming setting.

Two locations

Each new service centre is located near a well-established caisse: one in the heart of TMR and the other in the Notre-Dame-de-Grâce commercial area. Michel Gamelin and Lise Drolet, general managers at Caisse Desjardins des Versants du mont Royal and Caisse Desjardins de Notre-Dame-de-Grâce respectively, are thrilled with this new concept. “Member feedback showed that they were a little uncomfortable discussing their finances,” explained Mr. Gamelin. “So we created a space that would put them at ease within an interactive and distinctive environment. This way, they could get a better understanding of their financial situation and reach their goals more quickly,” added Ms. Drolet.

A proven success

The retail business-inspired concept at the Marché Central location and Desjardins 360^d centres has proven a big success over the past few months. Members enjoy the personalized approach, but they’re especially pleased with how easily they can learn about their finances. They feel less intimidated by the variety of financial services available and appreciate the stronger relationship they can build with their advisor in this open environment.

About Desjardins Group

[Desjardins Group](#) is the leading cooperative financial group in Canada and the sixth largest cooperative financial group in the world with assets of \$251 billion. It has been rated one of the Best Employers in Canada by Aon Hewitt. To meet the diverse needs of its members and clients, Desjardins offers a full range of products and services to individuals and businesses through its extensive distribution network, online platforms and subsidiaries across Canada. Considered North America’s strongest bank according to Bloomberg News, Desjardins has one of the highest capital ratios and [credit ratings](#) in the industry.

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