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Boldly Going Where No Bank Has Gone Before...

National Bank of Greece i-Bank Store Breaks New Ground in Interactivity and Immersion

When looking for a new, exciting and innovative way to present an entire gamut of i-bank services, the National Bank of Greece (NBG) decided to “boldly go where no bank had gone before”. Meet the i-bank concept store – the Mall Athens – Maroussi.

THE STAKES

NBG needed to find a way to create a new dynamic for customers, underlining a futuristic approach while at the same time making banking easier, more efficient and more interesting for clients. For the first time in Greece, NBG wanted to combine banking business on a self-service basis via i-bank services with fun, learning and interaction.

CONCEPT DEVELOPMENT

In total, 15 different divisions were involved, with more than 70 people contributing their knowledge and their passion in the i-bank store vision. The Mall Athens store is the first of three stores that are planned. “Our sourcing process includes a structured investigation of potential vendors for any project,” says Nelly Tzakou, General Manager, Group Chief Operations officer, Global Transaction Services - Group Head at NBG. “In this particular case, since the digital element was key for the successful launch of the first i-bank store, we focused our efforts from drafting the very first RFI to ending up with the short-list. Then

we asked all short-listed companies to demonstrate their solutions live, which played heavily in our decision-making process.” At the heart of the audio-visual process is C-nario “Messenger” a complete digital signage software solution. Mrs. Tzakou says C-nario’s strength in the market was a key factor in the decision-making process. “C-nario scored high in all our predefined criteria we had set for this demanding project. Our evaluation form with more than 20 key points we wanted to ensure, helped really point out the differences in the final short-list. The C-nario team did an excellent job exhibiting their proven solution in similar projects and demonstrated a strong commitment in supporting us after sales.” “Digital signage has become an important element in modern banking, allowing a more effective customer experience and communication,” says Tamir Ginat, C-nario’s CEO. “It is only natural that NBG chose digital signage as a primary means to raise public awareness to the tremendous potential and benefits of e-banking.”

THE RESULT

The NBG i-bank store is a multi-screen, multi-purpose electronic banking venue that presents the entire range of i-bank services such as Internet banking, phone banking, mobile banking and ATM.

“The innovative digital signage displays help the NBG i-bank store demonstrate the concept and possibilities of e-banking, while creating a high impact and unique customer experience,” said Ioanna Katzileri, assistant general manager of retail banking at NBG. “The i-bank store is a key component in NBG’s initiative to enhance digital literacy in Greece, further positioning the bank as a leader in innovation and modern banking services.”

EXTERNAL PARTICIPANTS IN PROJECT

Concept / Consulting company: allen international

Prime Contractor / project designer / integrator: Panou S.A.

Software Platform: C-nario Messenger

Content Provider: allen international, Leo Burnett, Panou S.A.

Displays: 12 x portrait mode screens forming a video wall in Full HD (12960 x 1920 pixels)
3 x touch screens in portrait mode – one acts as an info kiosk and two include augmented reality and touch games

5 x video projectors – two providing a moving visual effect on the floor and part of the store gate, and three that are part of a virtual ceiling installation with suspended projector screens in the lounge area.