

Better Banking Through Digital Signage

Increased promotions, targeted communications and wait-warping are just some of the ways banks can utilize digital signage to increase ROI.

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Installing a digital signage network offers a number of benefits to banks, including better engagement with the customer, increased opportunity for targeted promotions and messaging and improved corporate communications. This white paper will discuss the benefits of digital signage in banking and share success stories.

“Digital signage has become an important element in modern banking, allowing a more effective customer experience and communication,” said Tamir Ginat, chief executive officer of C-nario, a company that provides digital signage solutions for a variety of clients, including banks. C-nario has offices in the United States, Europe and Israel.

Improved communication

Banks today offer an ever increasing array of products and services, and it's of paramount importance to educate customers about what the bank can provide. Traditionally, banks have relied on printed media, such as pamphlets or a cardboard display, to share information with customers. A piece of digital signage, however, is much more dynamic and visually engaging than traditional media, making for more effective communication. Customers are more likely to pay attention to digital signage and have a better idea of what they want when they reach the front of the line, spending less time at the counter and decreasing the wait times for everyone.



Digital signage can keep customers entertained, shorten perceived wait time and improve the overall customer experience

Not only does digital signage inform customers, it also keeps them engaged in line. Customers who are waiting in line often are bored, and with nothing to distract them, that boredom turns into unhappiness before the transaction has even begun. Digital signage can keep customers entertained, shorten perceived wait time and improve the overall customer experience, by showing relevant information about banking products, news and stocks updates, entertainment and real-time queuing information.

Digital signage also can be used for corporate communications, so the same message reaches all bank branches at the same time, rather than relying on managers to convey news. Additionally, digital signage can be used for training employees and ensuring that everyone is aware of products and promotions.

Enhanced control

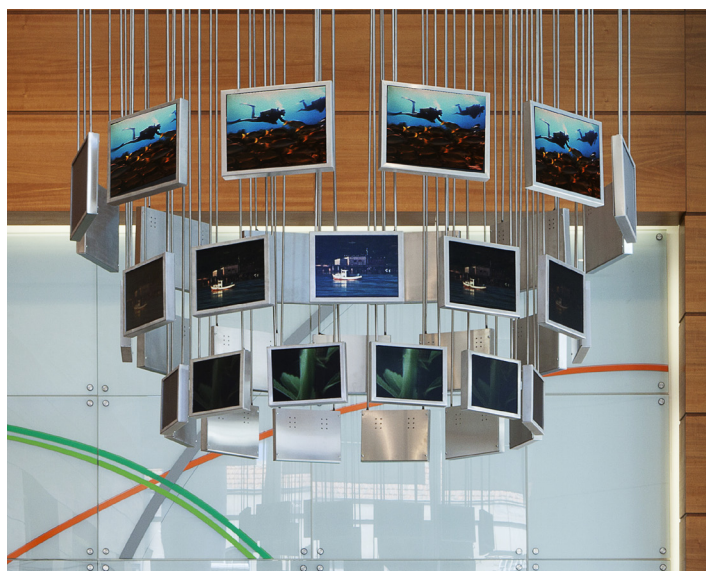
With digital signage, it's simple to change the content from one central location. As banks become more consolidated and financial services increasingly complex, it's important to be able to quickly update information to all branches across a city, state, country or even the world. Customer-related content also can be controlled locally or from a central location, which makes it easier on the bank than having employees at each individual branch change the content themselves.

Because information is conveyed electronically, digital signage also saves banks money. For example, instead of having to print new brochures, posters or data sheets every time the interest rate on a CD changes, the digital signage can be updated electronically and immediately.

Real-time reporting and tracking tools ensure that the signage is being used effectively and increase the power of advertising. By using such tools, administrators can calculate how well a promotion is doing and either extend the campaign or swap it out. In addition, more hyper-local campaigns can be implemented and tracked.

Success stories

Israel Discount Bank. Israel Discount Bank, Israel's third-largest bank, wanted to provide its branches with customized content to meet the individual needs of specific branches and departments. To meet these needs, it worked with C-nario and CTV to install between one and six screens at all of its 140 branches and at its headquarters. Each branch receives 600 channels, and an additional 100 channels are transmitted to the bank's headquarters. The screens' content combines both informational material promoting the bank and its services, as well as music channels and news feeds.



Israel Discount Bank worked with C-nario and CTV to create a fun banking atmosphere by using informative and entertaining digital signage.

The goal of Israel Discount Bank's signage is to create an atmosphere. Few people think of banking as fun, but informative and entertaining signage can create an atmosphere that is inviting, relaxing and engaging. If that atmosphere exists, then customers will have positive mental associations with the bank because of the signage and be encouraged to continue banking with that institution.

"The digital signage network enables us to communicate better with our customers, providing them with updated information about the bank's various services and programs," said Roni Peled, advertising and marketing manager of Israel Discount Bank. "The network helps us stay competitive and meet our business challenges, using advanced technologies."

National Bank of Greece. The National Bank of Greece recently launched its i-bank in Athens, a multipurpose electronic banking venue with Internet banking, phone banking, mobile banking and ATMs. It features 16 screens (with three touchscreens) that show educational and promotional videos, as well as entertainment content. Twelve of the screens are arranged in a row, enabling the bank to display synchronized content on multiple screens as a single, homogenous display element.

On the touchscreens, customers can experience i-banking services and even play interactive games. For those unfamiliar with the technology, the store has a specialized i-bank store team for support.

"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 Ionna Katzileri, assistant general manager for retail banking at the National Bank of Greece.

About the sponsor: C-nario is a global industry leader providing corporations and organizations worldwide with advanced digital signage software solutions and applications. The company helps its clients attract customers, increase revenues and enhance branding. Focused on the customer's business needs and requirements, C-nario provides the industry's most advanced digital signage capabilities with maximum return on investment. The company's easy-to-use solutions are the product of choice for hundreds of customers, including Fortune 500 corporations, in a variety of industries, such as retail, banking, transportation, advertising and media, entertainment, sporting events and facilities, education, telecom and others. Through its global partners and international value-added resellers, C-nario has deployed its solutions in 40 countries. The company has offices in the United States, Europe and Israel.