



Enhance the In-Branch Experience with **Digital Signage** for **Banks**

DIGITAL SIGNAGE WHITE PAPER



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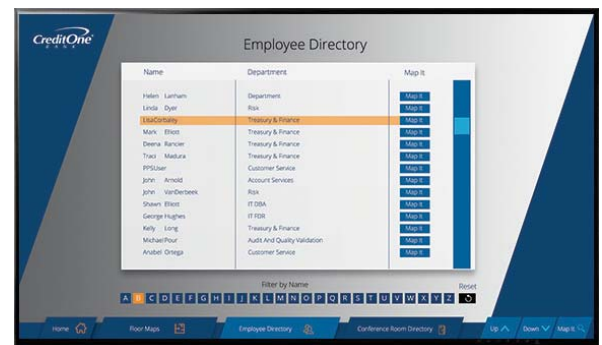
Introduction

The migration to online banking means fewer people are visiting branches to transact business. When they do, it's generally to discuss more complex services, so the in-branch experience needs to be just as easy, engaging and positive as their online experience.

Digital signage can bridge the online and offline experience, reinforce your brand, increase revenues, and build trust and loyalty for both customers and employees.

Show announcements, alerts, notices, new products and services – there is no end to the types of things you can present quickly, efficiently and affordably using digital signs:

- Streamline and unify communications across one or more branches
- Post news and announcements in real time
- Change what's being displayed often, so it's always fresh and exciting
- Attract your audience with bright, dynamic content
- Reduce paper, waste and printing costs
- Replace outdated and messy posters and brochures
- Broadcast safety announcements and instructions



What is Digital Signage?

Digital signage is simply the presentation of information on any kind of digital display (usually large screens) in a rotating playlist.

The screens are placed in high-traffic areas to maximize viewing exposure, or in specific locations to target one particular audience. Web-based digital signage lets you send visual communications to literally anywhere with a web connection – across multiple departments, buildings or even to properties in different cities.

Digital screens are much more appealing than lots of flyers and posters, and don't need to be taken down later and recycled – the messages simply drop off the playlist when they're no longer relevant.

Digital signage also reduces your environmental footprint since you're saving paper and waste. And because the displays are digital, you can also have movement – live streaming, video, motion graphics and tickers; and can even add audio, if that makes sense for where a display is located.



All digital signage systems have three main components:

Displays

Anything with a screen is a potential display. This could be an LCD screen or projection display, electronic billboard, scrolling message board, or video wall.

Video walls are popular for banks because they make a great first impression. Let people know that you're modern and ahead of the curve when it comes to technology. Even 1x2 or 1x3 display combinations provide a real "wow" factor.



Software

This is how you create, manage, approve and schedule your messages to your displays, choose how long each message stays up, when the message retires from the playlist, and which messages go to which displays. You can choose a single image that takes up the whole screen, or multiple zones on screen - including data feeds, animations, video windows and more, all working seamlessly in a unified screen layout that reinforces your brand and your message.



The system can be maintained by a single person from a desktop, or many people at different locations can interact with the system in a networked or cloud deployment.

Hardware

These are the machines that distribute and play back your content – anything from network-distributed media players to individual stand-alone players showing PowerPoint slides. A single server pushes your content to multiple players in networked environment, and that server can reside in your facility or in the cloud.



However, just putting screens up in your branch isn't enough. You need to develop a strategy for effectively leveraging your digital signage system to use its fullest potential.

Benefits of Digital Signage

Digital signage allows you to show a vast amount of information in an accessible, convenient format. It allows you to engage customers by delivering data in real-time, while reducing the burden on your staff – all while reinforcing your brand.

For Customers

The goal for any organization today is to create a more consumer-like experience for their audiences. People already access information constantly using phones, tablets and computers. As a financial institution, you also want to convey a sense of know-how and trustworthiness to your clients. Digital signage can help with both of these.

Firstly, digital signage looks great – it's modern and high-tech. In an age when people can make dinner reservations while commuting on a ferry, or on a hilltop, paper brochures and posters seem out of date and old fashioned (and almost no one reads emails anymore unless they have to). Especially with so many people opting for online banking these days – even their finances are digitized.

The depth of information you can make available on your screens is astonishing. Messages and videos can promote current and upcoming financial products and services, as well as up-sells and cross-sells. Data feeds and data visualizations give up-to-the-minute information about financial stocks and trends, and are easy to understand at a single glance. Deadlines and limited-time promotions can be advertised to your audience several times an hour while they're in your facility.

Perceived wait times are also drastically reduced with dynamic media on screens for patrons to view while in queues. Now they have something to look at – an ever-changing series of messages with attractive and informative content. You can also show queue data, so people know how much longer they have to wait.

You can also save everyone time by displaying the most commonly asked questions on your screens, which frees up your staff to be available for more personalized service. There's virtually no limit to what you can do on digital signs, and all of it is geared toward improving the in-branch experience.

- Mimic the online experience with digital information sources
- Manage public perception of your brand to build loyalty and trust
- Reduce perceived wait times with on-screen media and messages
- Improve the lobby experience with screens, video walls and interactive kiosks

For Employees

Digital signage is a powerful tool for communicating with your staff, regardless of how dispersed or diverse they are. You can use digital signs in a single branch, in several buildings across a campus, or even in different buildings and campuses spread out in different states or countries.

One of the main benefits of digital signage is that employees get engaged in their environment. Study after study shows that engaged employees work harder and longer, are more creative, are happier and stay with a company longer. This is especially true of millennials, who are rapidly becoming the dominate generation in the workforce.

With a centralized content management system, all of your messages can be created and scheduled in a single place and sent out to screens anywhere. And you can have people in local branches create content that's relevant for their specific location, while keeping corporate standards and approval processes in place.

Corporation-wide communications can be supplemented with messages that are relevant only to a certain location or audience. While everyone, everywhere might need to know about online training courses and certification opportunities, people in the New York branch don't need to know the weather at the London branch. This kind of targeted messaging is another key strength of digital signage.

Data on anything from current market fluctuations and trends to how different departments are performing can be integrated into data visualizations, so everyone can easily see and immediately understand the information.

Digital signage also saves your staff time. Instead of sending out dozens of mass emails each month, messages that pertain to everyone are simply displayed in playlists throughout the day. You can make things even easier for your content creators by taking advantage of fill-in-the-blank templates and media subscriptions that automatically feed content to your digital signs.

TOP 7 Benefits

FOR BANK DIGITAL SIGNAGE



1. BRIDGE ONLINE AND OFFLINE

Digital signage in bank branches give you a modern visual medium to deliver promotions and messaging to your customers. Using large screens, video walls and touchscreens can give your branch a digital footprint, and mimic the online experience for customers. It also lets them get their general information from screens, while engaging your staff for more in-depth, high-touch conversations.



2. BUILD YOUR BRAND

Your brand the most important asset you have in the highly-competitive financial industry. Use digital signs to reinforce your identity, mission and differentiators. You can also build loyalty and trust with rewards programs and financial transparency on screens. Anything you put on your website or social media channels can also go on your digital signs.



3. INCREASE REVENUES

If your clients don't know about a product, they can't take advantage of it. Advertise your products and services with dynamic messages, media and campaigns on screens. Capture attention and build interest with promotions on screens, and prompt viewers to ask for more information from your representatives. You can localize your content to specific branches and run limited-time offers.



4. REDUCE PERCEIVED WAIT TIMES

Keep branch visitors engaged while they're waiting in queues. Whether it's advertising, streaming news channels or investment tips on screen, your audience will be entertained instead of bored, and their wait will seem to pass much more quickly. You can also reduce actual wait times by providing basic info on screens, so your tellers don't have to spend time answering FAQs.



5. AUTOMATE MESSAGING

Your content management system has lots of tools to take the burden off digital signage managers. Use playlists that auto-rotate through messages on a schedule you can set far in advance. Choose what days and times to show something, and when to retire it. Data integration and content subscriptions can automatically feed info to screens without your managers having to do a thing.



6. ENGAGE EMPLOYEES

Employee engagement is the most important element for productivity, retention, customer ratings and profitability. Digital signs let you deliver more communications, more often, in a more popular format than email or print. Show progress to goals, recognize achievement, encourage professional development and keep everyone on the same page with vibrant visual communications for staff.



7. SAVE PAPER

With environmental concerns topping the list of many polls, it's smart to bring your bank in line with modern expectations. Digital signage eliminates the need for expensive pamphlets and posters. This gives you a greener, more economical solution for your advertising initiatives. By replacing printed materials, you can reduce paper and waste, as well as graphic design fees.

You can also use digital signs to more efficiently manage your meeting rooms and shared spaces. Room signs show room reservations outside each door, and the schedule is pulled from your own calendar app – like Exchange or Google Calendar.

There are inexpensive, wireless models that use E Ink technology. Some interactive models allow room booking at the sign, and can show digital signage playlists, increasing your signage real estate. Regardless of the specific sign, it allows you to streamline room booking and keep meeting participants informed and engaged.

- Manage your communications from one place, uniting your brand
- Eliminate mass emails by pushing important information out to displays
- Allow for localization while keeping approval processes in place
- Efficiently manage shared spaces with room signs

For Your Brand

You can add revenue streams by using your digital signage to advertise loyalty programs and rewards, as well as local offers exclusive to your members. And if you have other branches across the country or across the globe, you can promote other cities where guests can go and expect the same first-class service they're receiving at your location.

Planning Your Strategy

It is vital to develop your objectives in a clear, logical and consistent way. The objectives in turn inform the strategy, which determines the roadmap to deployment and execution – including which software and hardware to use.

The technology you use will be determined by what you want to use it for. Consider the needs of your staff and managers as well the clients you serve when developing your objectives and strategy.

People

Your IT department will be instrumental in successfully setting up and maintaining your system, but they probably won't be the ones who use it on a daily basis.

Include everyone who might contribute in the early stages. This could be marketing, sales execs, webmasters, department heads, branch managers, purchasing agents – even your security team.

Getting everyone involved and on the same page early can give you insights you might not have had and gives everyone a sense of ownership in the new system. It's crucial to get buy-in at every level, or people won't use your digital signage system to its fullest potential.

Goals

What is it that you want to achieve? Outline your goals in as much detail as possible – this will help clarify workflows for implementing and using the system, and can help you figure out how to measure return on investment once the system is up and running.

Think about how customers and staff will use your digital signage system, and what their objectives might be. Once these are clear, consider how it will operate within your property. What kind of content will be displayed? Who creates and approves it? Where are those approval policies? Where will the hardware be and who will maintain and upgrade it? Who manages software updates?

Write up a detailed project plan with key action items, timeframes and resources. The more you can cover in advance, the fewer unwelcome surprises, like unexpected costs or delays, will hit you later.

Consider things like:

- Where the displays will go
 - Think about traffic flow past them – high traffic areas get more views
 - Placement – putting them too high makes them hard to see or interact with
 - Do you need separate meeting room signs?
- What kind of content to use
 - Should you use static images or moving ones? What about video or news feeds?
 - Do you want a color scheme to integrate into your décor? Or should the displays stand out?
 - Can you generate all content, or will you take advantage of subscriptions?
 - Should you use audio? (This only makes sense in areas where sound will not be intrusive.)
- IT issues
 - Connectivity
 - Bandwidth
 - Network security policies
- Potential revenue sources
 - Cross-promotion
 - Advertising from other local businesses
- Outsourced services
 - Graphic designers
 - Paid data subscriptions
- Crisis communication plan
- Future expansion of the system

Infrastructure

Get a qualified IT person involved from the very beginning - have them do a survey of power, network connectivity and IT security policies for every single location you want to place a digital sign. You wouldn't want to purchase and hang a screen, only to find out later that there's no way to get power or data to it.

Content

You need to know exactly what you want to show on your screens. Once you have figured out your overall goals, the kind of content you should display should be clear. Try to detail as much as you can.

- Who creates, schedules and approves content? How many people? What's the procedure?
- List what needs to be regularly created by topic or department
- List sources and file types (MP4, JPGs, event schedules, RSS feeds, subscriptions, etc.)
- Will you include interactive screens or kiosks?
- Will you integrate social media?
- What is your alert notifications plan?

Budget

You need to think about more than just initial costs, but about the foreseeable future – try to budget for 18-24 months, at least. Also, consider site licenses or corporate-wide deployments. Digital signage, like many commodities, can be more affordable when bought in bulk.

What about software and hardware upgrades in the future, or additional displays and bandwidth as your system expands? What about training your staff – both at the beginning and on an ongoing basis. Will you hire designers to periodically refresh your look or use content subscription services? And think about technical support costs.

Don't box yourself in at the start – it will end up costing you more time and money in the long run. It's better to have a single, well-thought-out system that can grow than creating a series of smaller, ad hoc systems that have to somehow link together.

Choosing a System

Again, work a lot on the front end to save yourself headaches later. Do some research and get a clear picture of your options before you buy anything. Doing things in the right order really helps in the long run.

Software First

It's great if you have the opportunity to buy a bunch of flat screen displays for a good price, but if you don't know how you'll be managing your content, hold off on that big purchase. It's the software that people will be interacting with to create messages and run your digital signage system, so make sure the hardware supports the software, not the other way around.

If your system is going to live on just one computer and be run by just one person, you might limit yourself in terms of flexibility and expansion. A web- or cloud-based system, or purchasing a licensing agreement, enables more people to participate, and gets more variety in the process and the type of media you deliver.

The more people who get involved and get excited, the better overall for the long-term success of your digital signage system.

Consider these points when choosing which software to run:

- It needs to be user-friendly - easy to use, learn and update
- It needs simple import options and high-quality design tools
- It should have day-part scheduling and automatic message retirement
- It should offer easy data integration tools for auto-updating feeds
- It should include alert notification capabilities, preferably CAP-compliant alerts
- It needs to meet the hierarchy you've already worked out in your plan
- It needs to meet your technical requirements, file types and data integration you want to use

Think about the software vendor. Are they primarily a software company or do they just dabble in it? Do they understand digital signage for an organization like yours? Will they offer ongoing support and services? Do they have credible references?

Hardware Second

Buying cheap hardware might save you a bit of money initially, but could cost you more in the long run. However, you don't want to get locked into a single vendor or some proprietary hardware. Your software provider should either be able to supply you with industry-standard hardware, or supply you with the proper specs.

Every year, hardware value depreciates, and things are no longer built to last. Operating systems update and change, I/O interfaces evolve, and physical components fail. Make sure your machines are flexible and adaptable enough to still be of use to you in a few years' time and as your needs change. Otherwise, you'll have to budget in equipment replacement costs.

ADA Compliance

Don't forget to comply with the Americans with Disabilities Act (ADA), which will affect wording and typography (including Braille lettering), placement of displays and kiosks, and more.

Pilot First

Before launching your system everywhere in your facility, run a pilot program in an isolated environment. This lets you evaluate the software and hardware, as well as your processes and workflows. It also lets you evaluate how your content is being received, and what changes you might want to make before rolling out your digital signage system-wide.

This even allows you to test out different branded layouts and message templates, so you look fantastic on day one of the total deployment. You'll see which designs work best, or if your content creators need some design coaching.

It's best to run a pilot launch for 60-90 days, getting feedback from all stakeholders during the run, and then check in with your digital signage vendor to go over what was successful and what needs adjustment.

Content Ideas

Providing customers with general information on screens frees up your employees to provide more personalized customer service. Whether you choose static displays, touchscreens, or a mix, your branch visitors will appreciate quick access to what they need.

Differentiated Content

Different audiences need different information, depending on why they're at your facility. Branch visitors want to know how you can help them. Employees need to be motivated and engaged to perform at their best. Consider the different areas people may go to, and share the appropriate content to those locations.

For customers, show content that makes it easier for them to engage with your brand and services:

- Branding and promotions, as well as cross-sells and up-sells
- Updated interest rates and stock performance
- Checking, savings and retirement account info
- CD and money market rates
- Loans and mortgage opportunities
- Interactive tools, calculators and resources
- Value-add infotainment for queues

Your foundational playlist can include messaging about your most popular products like savings and checking accounts, mortgage and auto loans, as well as any timely bank promotions.

You should also target different age groups with different content. Older customers will be interested in planning for retirement with things like money markets, treasury bills, insurance and estate planning. Middle-aged customers will be at the height of their careers and looking to invest and manage their money. Younger clients are interested in building credit with loans and setting up savings and investments.

The goal is to pique the customer's interest, so they ask to learn more about your offerings when they speak to a representative. That gives your team the opportunity for high-touch engagement to build relationships.

For staff, show playlists with internal communications just for them:

- Meeting and event schedules
- Employee recognition and achievements
- Sales figures and progress to goals
- Policies and procedures
- Training opportunities
- Community events and programs

One key thing to consider is message saturation – how many displays you have and where they're placed will make a difference, as will how you schedule your communications. If you only have one display in a branch lobby, will enough people see your messages when they need to? If you have just one screen in the break room, will all employees see all your messages? Don't have any blind spots.

Attract Their Attention

You can't communicate with your audience if they don't look at your digital signs. Things like date and time, weather, news and traffic are attractors to get people looking at your screens, so they can be exposed to your other content.

One of the best things about automated data feeds is that you get to set them up and let them run, with no maintenance required. You always have the option to change what's being displayed, but you don't have to worry about constantly creating and scheduling new messages since the feeds are auto-updating.

This frees up your staff to create relevant, original content, plus you know that the information you're pushing out is accurate and current. You have the freedom to set how long particular data stays on screen, so you can mix it into your overall visual communications strategy, or keep it front and center all day long.



Some of the most popular auto-updating attractors are:

- Date and time – this will guarantee people check your screens
- Weather – show current weather and forecasts
- News – show as messages, tickers or streaming feeds
- Events – show schedules from your own calendar app
- Traffic – keep people updated about their commute
- Social Media – tie your marketing together by showing posts
- Finance feeds – keep an eye on current market trends
- Subscriptions – show sports scores, health tips, community calendars and more

By including value-added messages that are targeted to your audience's interests, you create a more well-rounded digital signage strategy, and can attract and engage more viewers.

Get Interactive

Today, we're used to touching screens to get what we need. So, it makes sense to use interactive displays as part of your branch digital signage:

- You have a single source for lots of information
- Your audience chooses what is relevant to them
- It alleviates the burden on your staff
- People are beginning to expect interactivity

Touchscreens can show just about anything – directories and wayfinding, online banking portals, customer satisfaction surveys, and many other possibilities. Basically, anything you can put on a website can be put on a digital sign. Extremely large amounts of information can be accessed on touchscreens, but it isn't overwhelming to the audience because they're in control of what they see and when they see it, creating a more personalized experience.

Stay Safe

A digital signage system can also be an alert and warning system – with clear instructions to customers and staff, such as evacuation procedures and meeting points. With a single command in the software interface, every screen can immediately warn everyone of incoming severe weather or other emergencies. You can show alerts across your entire system, or select specific locations or screens.

Conclusion

Most branch visitors form their first impression in under five minutes. Attractive displays in strategic locations can go a long way to ensuring that their first impression is a favorable one.

A great in-branch experience requires engagement. Digital signage gives you a modern, dynamic and imminently flexible way to show customers that you're focused on their needs. It makes their interaction with you more pleasant, resulting in both customer satisfaction and brand loyalty.

Whether its advertising or live data feeds, staff communications or meeting schedules, digital signage is flexible, efficient, cost-effective and scalable. What you communicate, and how you communicate it, is limited only by your imagination.

Want to learn more? Contact us at salesteam@visix.com.