

# Banking/Financial

**Boost customer satisfaction, reduce perceived wait times and keep employees informed.**



## Entertain and Inform

The personal banking experience can be improved with digital signage that helps entertain and inform customers while they wait.

Engage customers by using real-time updates on interest rates, stock prices, current local news and weather. Let customers know about products and services, and current promotions. Employees can also receive changes to policies, staff acknowledgement and special event notices. Most of all, your content remains relevant so customers have confidence in your brand.

Targeted messaging and offers can be deployed throughout different branches so you can customize what each region sees. And the best part? We do everything for you, from installation to on-going training and guidance every step of the way.

## Benefits

**Create an immersive digital experience, so each individual has a personal interaction with your brand.**

### Improved Customer Satisfaction

- Engage customers with real-time updates on interest rates, quotes, stock prices
- Provide targeted content based on branch or region with current local news and local weather
- Inform customers with product offerings, service details, company news and current promotions

### Employee Engagement

- Communicate changes in policies and procedures
- Recognize employees using employee spotlights
- Create leaderboards

### Additional Revenue Opportunities

- Up-sell and cross-sell financial products and services
- Announce new product offerings
- Remind customers to prepare for upcoming financial events

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## Product Spotlight

The Humankiosk Solution combines the capabilities of interactive digital signage with on-demand experts. Introduce digital face-to-face interaction to revolutionize in-field customer service for point-of-sale or point-of-service environments. You can humanize brand interaction, improve the customer experience, and deliver your messages with the added benefit of personal face-to-face communication. Powered by Video Presence, the "Humankiosk" delivers a "personal advantage" that is highly targeted, responsive and relevant to individual consumers.

You can:.

- Have a 2-way chat with your customers if store associates are busy
- Avoid a long line up to ask simple questions
- Engage with your customers in a dynamic way while delivering personalized service

## Stat

A 2016 CBA survey, How Canadians Bank, showed that Canadians use a variety of banking services to meet their needs and believe technologies available through their financial institution make their banking more convenient.

Source: CBA

## Industry Focus Spotlight

### Technology and Banking

Keep up to date with customers and build brand loyalty with digital signage. Your financial institution only retains existing customers but also attracts new ones!