

Digital Signage Networks Transform Bank Branch Locations

Here are a few areas where digital signs can transform dated branch locations into exciting and productive environments for customers and employees . . .



In addition to providing banking and financial services, branch locations can also become a place where members can relax and enjoy a cup of coffee, hold small meetings, use free secure Wi-Fi and learn about subjects such as personalized business banking, home loans or buying a new car. Thinking more broadly on how branch locations can best serve the community will lead to increased traffic and new deposits with greater brand loyalty leading to return customers.

1

STAND OUT ON BUSY STREETS

Digital signage employed outside can display your brand image in high-resolution detail getting your message seen, even in bright sunlight. Brief promotional messages can increase foot traffic by inviting customers to come inside and engage on a more personal level.



2

WELCOMING ENTRANCE AREAS

Window facing large format displays with auto-sensing ambient light controls greet customers as they enter the bank. A great way to place inviting messaging, deliver current offers or even list upcoming seminar schedules.



3

INFORMATIVE QUEUE LINES

Ultra-Stretch displays mounted on the wall behind the tellers can provide valuable information and shorten perceived wait times for customers standing in queue. Touch-Screens not only are useful for wayfinding but can offer stock information at a touch of a finger.



(1)

Digital technologies have impacted nearly every business, including banking and financial institutions, leaving them with the daunting task of attempting to figure out how to best leverage the more than 70,000 collective branch locations located throughout the United States.

4

INFORMATIVE ATM STATIONS

This heavily trafficked area is an ideal location to deploy Small Format digital signage that can deliver quick messages to expose customers to the many services offered by the branch.



5

OPTIMIZING DRIVE-THRU LANES

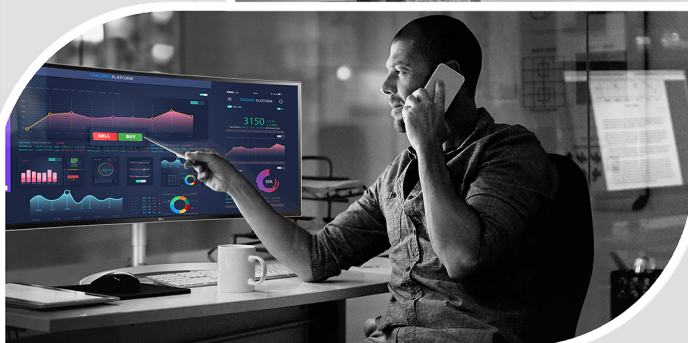
Digital signs become powerful marketing tools that multi-task at drive-thru lanes to provide instructions, promote offers and reinforce your brand message. Attention-grabbing digital signs with IPS panels produce rich colors, amazing contrast and color detail at virtually angle, giving customers sitting in their cars more time to read



6

IMPROVING EMPLOYEE SATISFACTION & PRODUCTIVITY

Employees that spend the bulk of their day on-line will appreciate Thin-Client, ultra-wide displays with IPS screen technology that can handle intense graphics and high-resolution images that are free from tearing or flickering, a key cause of eye fatigue. Thin-Client networks also provide enhanced security, critical in financial institutions.



(4)

As businesses of all types look to gain a competitive edge, they should recognize that, in addition to the products they market, the overall customer experience itself has become "a distinct economic offering," and, "as consumers unquestionably desire experiences...more and more businesses are responding by explicitly designing and promoting them."

⁽¹⁾ <https://www.statista.com/statistics/193041/number-of-fdic-insured-us-commercial-bank-branches/>
The statistic presents the number of FDIC-insured commercial bank branches in the United States from 2000 to 2017. In that year, there were 78,774 branches of FDIC-insured commercial banks in the United States.
⁽²⁾ <https://www.usatoday.com/story/money/2018/07/24/bank-branch-future/796748002/>
⁽³⁾ https://nmgprod.s3.amazonaws.com/media/filer_public/d9/41/d941ed39-5bb0-483b-ba2b-d18eacdbc14b/lg_electronics_guide_2017_final.pdf
⁽⁴⁾ Welcome to the Experience Economy B. Joseph Pine II and James H. Gilmore <https://hbr.org/1998/07/welcome-to-the-experience-economy>