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90% of customer relationships are won or lost in branch offices [1]

Evolve the In-Branch Experience with Digital Technologies

Is your branch meeting the growing expectations of customers?

3 Key Investments

Keep your in-branch location top of mind for your customer base by investing in these 3 emerging digital banking trends

$64.10 billion on IT and Technology Expenses
- the amount spent in 2019 by the top 9 banks in the US [2]

1 Sensor Technology

Understand how customers are behaving in the physical space.

Gather actionable insights on in-branch customer behavior via sensor systems, and make data-driven decisions for messaging throughout the branch.

Although online banking has grown, the retail location is still important.

31% of bank customers prefer to have an in-branch experience if possible when banking

52% would prefer to visit a branch when applying for or discussing a loan [3]

With Sensor Technology Banks Can:

✓ Understand how customers and employees are spending time in-branch

✓ Deliver custom offers, information about services and consumer experiences on any screen

✓ Optimize staffing with insights on behavior and dwell patterns

✓ Improve customer queue and branch occupancy management

2 Localized Messaging

Create localized messaging that entertains and informs customers, reinforcing a sense of community, loyalty and trust in their bank.

When a branch features financial digital signage

87% of customers say their bank is trustworthy

90% say their bank is experienced

86% of customers would recommend what they've seen to friends and family via in-branch digital signage [4]

Drive Thru Localized Messaging:

✓ Digital signage guides customers through the drive thru while improving the speed of service

✓ Digital signs clearly display real-time information such as estimated wait time

✓ Menu boards showcase new products and services during dwell time in the drive thru lane

Improve the in-branch experience and make an immediate impact by reducing perceived wait times.

✚ Strategically placed digital signs in zones of engagement — teller, waiting, brand and drive thru — inform about branch services, reinforce brand messages and values

✚ Self-service kiosks offer convenience and speed

✚ Large-scale video walls stream financial news, current rates and services, or neighborhood announcements

3 Cloud-Based Technologies

Cloud-based content management software is the heart of a successful digital signage network. Manage content on one or thousands of displays at your fingertips.

Build engagement with digital displays, which capture over

400% more views than static displays [5]

Applications of Cloud-Based Technologies:

✓ In-branch management can easily update digital signage through a browser, ensuring messaging is relevant to current customers

✓ Corporate office can promote new products to meet sales goals

✓ Content can be updated across branches, or adapted to local business conditions and audience preferences in real-time

Scala can help you evolve your in-branch experience to meet growing expectations of customers.

Contact us today to learn more
www.scala.com/en/industries/finance/

(1) Booz & Co., Implementing a Customer-Centric Bank: The Rebirth of the Forgotten Branch.
(2) E-Marketer., Branch Declines Accelerate as Consumers Become Less Dependent on Physical Locations
(3) Coconut Software: The 2019 Future Branches Consumer Study: Understanding the Relationship between Customers, the Bank, and the Branch
(4) https://www.scala.com/en/industries/finance/
(5) Intel Corporation, "A Report on a Field Trial of Anonymous Video Analytics (AVA) in Digital Signage."

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