

solutions

banking digital signage

How can we reduce perceived wait times and keep our customers informed of our products & services?

Effectively use digital signage to:

- Decrease perceived wait time
- Increase employee training opportunities
- Increase cross-sell
- Improve aesthetic image
- Decrease point-of-sale paper costs
- Improve acquisition & retention of customers

Many banks feel that the biggest advantage of digital signage is the positive image ratings that customers have reported.

Most banks offer a full line of banking products, yet the majority of bank customers are unaware of other products that their own bank offers. We can help you capture more mind share and increase cross-sell of your full line of banking products. Join a new era in digital signage where full-motion video, Flash™ presentations and even PowerPoint™ turn your displays into full-motion brochures that get results.

Where should you use digital signage?

- Lobby
- Branch Waiting Areas
- Teller Lines
- Highly Trafficked Areas of Your Branch

How can you use digital signage?

Database Listings

With Four Winds Interactive digital signage software, tie directly to bank rate database sources. Just about any database with OLE DB drivers will work. Show up-to-the-minute loan rates, checking rates, retirement account rates, renters insurance quotes, etc.

Advertising

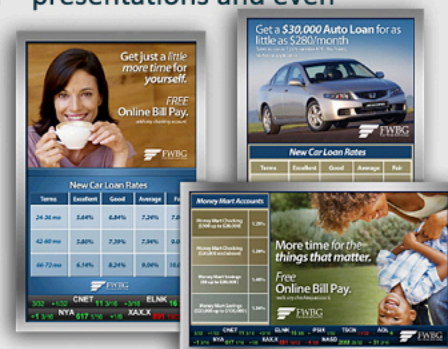
Highlight cross-sell products with customized flash advertisements designed by Four Winds Interactive or design them in-house. Consider selling ad space on your network to interested buyers and create a new revenue source for your branch.

Live News/Weather/Stock Tickers

Pull up to the minute information directly from the Internet to your digital signage displays to use in your highly trafficked areas.

Wayfinding

Give your customers and visitors easy to follow mapping to their destination with wayfinding on your digital signage network. Choose from static, dynamic, or interactive options.



Connect and Bring Value to People