

 CLIENT



 INDUSTRY

Retail Banking

 HARDWARE

Korbyt Digital Appliance

 INTEGRATIONS

Real-time Weather, Real-time News,
Real-Time Rates Display

 PRODUCT FEATURES

Clever Playlists, Proof of Play, Dynamic Player
Groups, Layouts with Dynamic Data Filtering

 CHALLENGES

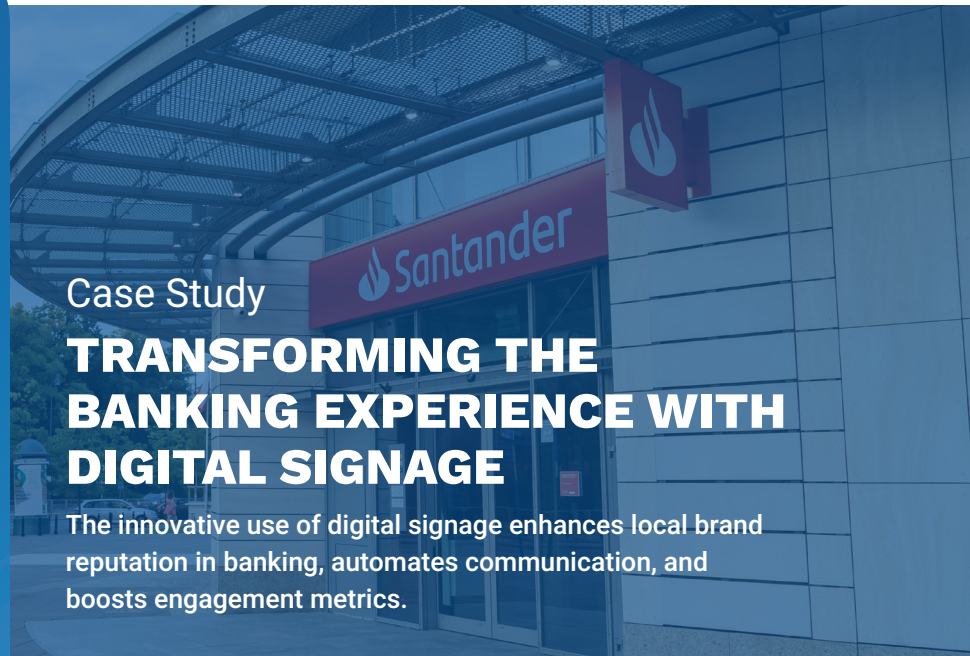
- Two-month deployment across 700+ locations in eight states.
- Uniform brand presence across branches through cohesive digital signage.
- Balanced corporate messaging with localized content for effective customer engagement.
- Tailored content to demographics and locations using intelligent segmentation.

 SOLUTION

Korbyt proposed a customized digital signage solution for financial institutions, highlighting a quick deployment timeline of two months. The solution aimed to showcase Santander's brand identity across installations to improve the customer experience. It featured advanced yet user-friendly automated segmentation capabilities to tailor content based on demographics, locations, and consumer behaviors, ensuring relevance and engagement with the audience.

 RESULTS

- Content, promotions, and offers synced with location and time, featuring live updates and external system integration.
- Streamlined collaboration via a unified content management platform aligns content strategy with marketing campaigns.
- AI-driven rapid updates and detailed campaign analysis streamline operations and boost effectiveness.
- Modern screen designs enhance brand appeal and interaction, while dynamic content maintains consistent messaging across branches.



Case Study

TRANSFORMING THE BANKING EXPERIENCE WITH DIGITAL SIGNAGE

The innovative use of digital signage enhances local brand reputation in banking, automates communication, and boosts engagement metrics.

In the banking sector, brand reputation plays a crucial role in fostering customer trust and loyalty. Customers who trust a financial institution are more likely to be engaged and loyal, actively seeking ways to make the most of the resources provided by their chosen institution. Santander, a global banking leader, has implemented digital signage to enhance the customer experience. This strategic decision reflects Santander's commitment to innovation and improving customer engagement.

Santander sought out Korbyt, a leader in enterprise workplace communications, to incorporate its technology and enhance its services by providing tailored communication to retail customers. With over 30 years of experience in enterprise digital signage, Korbyt aims to improve omni-channel communication within the banking sector and foster deeper relationships between financial institutions and their clients.

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“Santander's adoption of digital signage strengthens brand presence, streamlines communication, and enhances customer engagement, setting a new standard in banking.”

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OPENING SUMMARY

To redefine the branch experience, Santander, a renowned international banking entity, collaborated with Korbyt and OpenEye Global to incorporate digital signage solutions in over 700 retail banking locations. This initiative aimed to strengthen customer engagement inside branch locations, fortify brand recognition, and streamline customer communications. Despite logistical obstacles, OpenEye Global executed the program within two months by flawlessly integrating hardware and software while maintaining operational efficiency.

The outcomes were impressive: Santander rejuvenated its brand image, effectively promoted content that aligned with organizational revenue objectives, simplified real-time communication, and segmented customer interaction.

This case study highlights the transformative potential of digital signage in the banking sector by enhancing engagement levels, minimizing wait times, and improving the overall branch experience.

CHALLENGES

Santander was facing several significant challenges in deploying an effective digital signage program:



Rapid Deployment: With a vast network spanning over 700 locations across eight states, including bustling metropolitan areas like Boston, New York, and Philadelphia, the project demanded swift deployment within a timeframe of just two months.



Balanced Communications: Balancing corporate messaging with localized content was crucial for effectively engaging customers. The solution had to encourage the dissemination of corporate announcements and tailored promotions to enhance customer engagement and drive conversation.



Dynamic Content Segmentation: Tailoring content to diverse demographics, geographical locations, and consumer behaviors requires sophisticated segmentation capabilities. Digital signage software is needed to intelligently segment content based on location, time zones, and targeted consumer behaviors, ensuring relevance and resonance with the audience.



Brand Consistency: Ensuring a uniform and contemporary brand presence across all branches was imperative. Each digital signage installation had to reflect Santander's brand identity, fostering a cohesive and compelling customer experience.



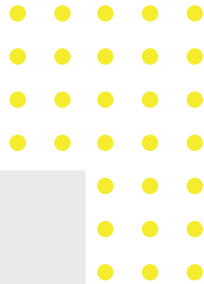
Streamlined Content Management: Empowering content contributors, both at the corporate and regional levels, with an intuitive platform for managing digital content was essential. The software needed a user-friendly interface that would enable seamless content updates and modifications across the extensive network.



THE KORBYT ANYWHERE SOLUTION

This strategic collaboration empowered the project with advanced capabilities and seamless integration, ensuring a successful deployment across the bank's extensive network.

Key features of The Korbyt Anywhere Solution included:



Seamless Integration:

The Korbyt Anywhere Solution enabled seamless integration with the client's help desk and IT infrastructure, ensuring smooth operations across all 700+ branch locations. This implementation supported migrating their hardware from Windows 7 machines to newly refreshed Windows 10 Korbyt Digital Appliances.



Rapid Response:

Leveraging Korbyt's advanced features, any network interruptions triggered immediate ticket generation for rigorous testing and quality assurance, boasting an impressive 99.9% resolution rate within a 24-hour window.



Tailored Content Delivery:

Tailored content promotion was enabled, ensuring engaging messaging across the bank's network. Clever playlists ensured that each branch had unique content without the need for complex scheduling. Dynamic weather and rates content were customized for each branch, simplifying content creation while providing real-time updates.



Strategic Collaboration:

The collaboration with Korbyt, a trusted industry leader, reinforced the bank's commitment to delivering cutting-edge digital signage solutions tailored to the needs of financial institutions.



Hardware Flexibility:

By leveraging the highly flexible nature of Korbyt, which supports the largest ecosystem of player hardware in the industry, including System on a Chip (SoC), Santander was able to integrate both existing and new displays, media players, cabling, and other hardware from their current A/V suppliers.



Cloud-Based Architecture:

The cloud-based software enables Santander's corporate IT to manage and monitor the status of all devices across the network without requiring on-site personnel to troubleshoot, update, or change playlists.

RESULTS

With connected digital signage, Santander significantly improved the efficiency and productivity of Santander's enterprise communications, including:

1 Segmented Customer Communications

Regional bank screens streamline targeted communication by displaying customized content, promotions, and special offers to customers. They adapt to customers' geographical locations, regions, and time zones. Integration with external financial systems enables real-time display of relevant information, facilitated by Clever Playlists. This approach ensures localized and precise advertising without repetitive or manual scheduling.

2 Significant Time Savings

The banking signage solution provided real-time communication options with a centralized content management platform for Santander's various channels, allowing for seamless integration with Santander's marketing department and partners to create a content strategy that worked as an extension of their other marketing efforts.



3 AI-Powered Analytics Enhance Digital Signage Efficiency

Digital signage offers Santander the convenience of swiftly updating and disseminating content across its entire network of screens. This eliminates manual adjustments at each branch, resulting in cost savings and streamlined resource utilization. By leveraging data such as Proof of Play and feedback from optical sensors, precise measurement of campaign effectiveness is enabled.

4 Improved Employee Communication and Brand Engagement

The introduction of contemporary screen designs in each banking branch has effectively increased the brand's appeal and engagement numbers, benefiting both internal employee communications and the external customer experience. The use of dynamic content guarantees uniform messaging throughout all branches. Thanks to centralized control, content distribution is maximized, permitting immediate updates for prompt responses.



CONCLUSION

Digital signage can significantly alter regional banking experiences, reshaping how information is disseminated to clients at both corporate and local levels. Santander's initiative establishes a novel benchmark, underscoring the influential role of technology in augmenting customer experience.

700+

Santander Branches impacted in just two months

99.9%

Resolution rate within a 24-hour window

\$5M+

Cost savings due to elimination of manual adjustments

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"Through our collaboration with Korbyt, Santander has unlocked new avenues for brand elevation and content delivery across 700+ locations, marking a significant stride in our journey towards innovation and enhanced customer engagement in banking"

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To find out how your organization can increase the productivity of your Regional Bank, email sales@korbyt.com or visit www.korbyt.com.