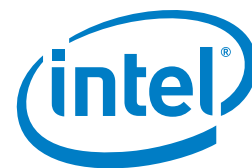


SOLUTION BRIEF

Intel® Audience Impression Metrics Suite

Retail Banking

Digital Signage



Cross-Selling to Increase Bank Revenue

Digital signage can help banks cross-sell new products to increase overall sales and deepen customer relationships.



Retail banks can take their cue from traditional retailers who understand how to show related products and services to customers and design the customer experience to influence purchase decisions.

Cross-Selling in Banks

Competition for bank customers makes branch visits more important than ever. Every visit is an opportunity to build customer relationships and improve sales by cross-selling bank products and services. A new and powerful way to get customers' attention and make them aware of your offerings is through digital signs. Advancements in digital signage technology combine quantifiable business intelligence with the power of digital marketing. Communicating about new products and services through this technology can help banks transform their customers' branch experience and increase bank sales.

Improving Customer Experience

In addition to attracting new customers and increasing sales, banks are focusing on providing better service to existing customers in order to retain their customer base. In recent tough economic times, customers have shown a willingness to switch banks or use products and services from multiple suppliers. In an Ernst & Young report, "A new era of customer expectation: Global Consumer Banking Survey 2011,"¹ 41 percent of the respondents cited service quality as the reason they changed banks. The report elaborated on this, saying that banks need to "reconnect with their customer base by improving the customer experience." The report went on to recommend banks "need to, among other things, enhance individual

customer relationships and "combine their knowledge of the customer base with the technology available to improve their service offerings."

People enter their branch with a specific goal, such as making a deposit or withdrawal, or discussing a specific need with a bank representative. Retail banks can take their cue from traditional retailers who understand how to show related products and services to customers and design the customer experience to influence purchase decisions. By creating a compelling brand experience within the branch, banks can engage with customers to explore new offerings—especially when those offerings are tailored to their specific needs.

Cross-Selling with Digital Signage

When the messaging for products and services is tailored to the individual, not only does it pique the customer's interest, but it also creates an opportunity for cross-selling. For example, a young couple needing a mortgage on their first home may also wish to start a college savings plan for their children.

The key to personalized services for cross-selling is to understand your customers. Digital signage with Intel® technology displays rich and dynamic content about bank services and products. The content can easily be updated electronically across branches, saving time and printing costs and simplifying logistics.



What makes digital signage more than just internal billboards is its ability to deliver content that is targeted to the immediate viewer. For example, a young person might see a message about low student loan rates, while an older couple might see a message about investment services.

In addition to displaying targeted information, digital signage equipped with Intel technology includes sophisticated analytics that help measure the return on investment of the advertising, providing information to fine-tune campaigns and improve offerings. Digital signage complements the bank's existing cross-selling techniques, such as bank representatives asking customers if they need loans or other products.

The intelligence behind the digital signage is provided by the Intel® Audience Impression Metrics Suite (Intel® AIM Suite), which uses data collection and audience measurement tools to provide relevant content to the viewer while measuring audience response (see the sidebar below). The system detects the demographics of the person looking at the sign, then adapts the messaging to the

specific viewer. This message customization allows for targeted cross-selling based on the specific needs associated with that demographic.

For example, a regional bank has implemented intelligent digital signage technology using Intel AIM Suite. A newly married couple walks into a branch where they each have checking and savings accounts and are looking to merge them into a single joint account. As the couple is waiting in line to speak with a representative, a digital sign in front of them identifies that they are a male and female in their 30s. The sign changes in real time to an ad for a new home mortgage program that runs through the end of the month. The couple, who happens to be looking for a new home, lingers on the sign, which suggests that they speak to their bank representative about this program.

Prior to digital signage, this cross-selling opportunity may not have happened. The representative may not have thought to raise the prospect of a home loan to the young couple, and static print ads may not have attracted their attention.

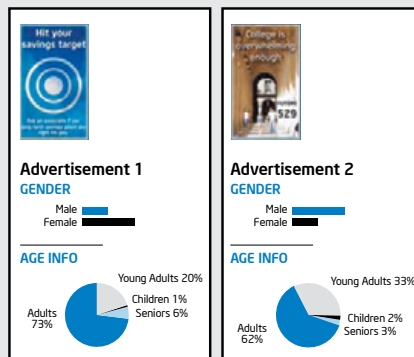
INTEL® AUDIENCE IMPRESSION METRICS SUITE

Intel® Audience Impression Metrics Suite (Intel® AIM Suite) includes the following software modules:



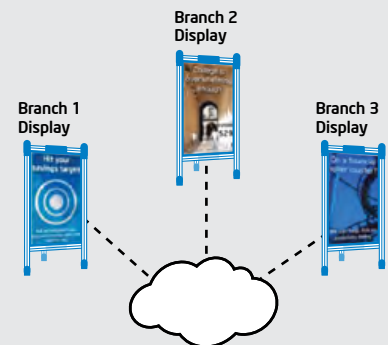
Intel® AIM View

An audience detection module uses Anonymous Viewer Analytics (AVA) to detect the presence of a viewer. AVA provides data on the number of viewers, their gender, and age range; what content was viewed; and how long the viewer watched.



Intel® AIM Analytics

A centralized data reporting system provides powerful report formats viewable through a user-friendly interface. The reporting allows bank marketers to analyze customer data in easy-to-understand graphics and charts.



Intel® AIM Manage

This cloud-based management system remotely manages all branches with Intel AIM Suite installed so that bank marketers can analyze specific or regional branch marketing efforts and identify trends.

Improving Cross-Selling to Ramp Revenue

In addition to creating new cross-selling opportunities, digital signage enables banks to refine their marketing process. Which product messages attract the most customer attention? At what times during the day do different age groups visit the bank branch? Because digital signage with Intel technology collects this information, bank marketers can gain a better understanding of their customers, allowing retail bank branches to optimize marketing programs and messages to better cross-sell to their clients.

The Intel AIM Suite is an integrated package of three software components that place valuable data collection and audience measurement tools in the hands of bank marketers. Banks can use digital signage not only to communicate tailored messages to branch visitors but also collect valuable information on traffic (see sidebar on this page).

The Intel AIM Suite enables banks to adapt marketing programs for maximum success. Marketers may find that a new credit card program is more appealing to college students than young professionals, or that families with teenage children are interested in 529 plans. Whatever the opportunity may be, banks can better understand and leverage the cross-selling opportunity made possible by intelligent digital signage.

Conclusion

Banks must seize every opportunity to engage with customers and educate them on relevant new products and services. Although the channels through which customers interact with the bank are changing, the branch still remains an important venue. Just as retailers closely control the in-store experience to increase sales, banks must look at how they can optimize the branch experience for cross-selling. Digital signage is an important new technology that banks can utilize to achieve this goal and better communicate with their customers.

WHAT INFORMATION DOES INTEL® AUDIENCE IMPRESSION METRICS SUITE COLLECT?

The system collects a wealth of quantifiable information about customer characteristics while safeguarding privacy.

Viewer-based information:

- Gender and age bracket
- Number of viewers per message
- Distance from and length of time of each view (referred to as dwell time)

Message-based information:

- Number and duration of message impressions
- Times of day message is displayed
- Audience size, level of attentiveness, and demographic breakdown

For more information on Intel technologies for digital signage, visit: www.intel.com/go/digitalsignage

For more information on Intel® Audience Impression Metrics Suite, visit: <http://intel.cognovision.com/intel-aim-suite>

¹ Ernst & Young, "A new era of customer expectation: Global Consumer Banking Survey 2011." <http://www.ey.com> (PDF)

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