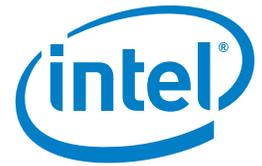


SOLUTION BRIEF

Intel® Audience Impression Metrics Suite

Retail Banking

Digital Signage



Transforming Bank Go-To-Market Strategies with Digital Signage

Digital signage helps banks refine go-to-market strategies by enabling them to learn more about their customers, deliver targeted messaging, and correlate customer behavior to sales.



Platt Retail Institute found that in-branch targeted digital messaging influenced the purchase intent for seven out of eight promoted products or services and impacted customer behavior for four out of eight promoted products or services.²

Introduction

The current economic climate of looming regulation and global uncertainty is placing increased pressures on banks to stay profitable. To maximize sales, banks must develop solid go-to-market plans, which involves getting a better understanding of customer needs and identifying how to meet them with financial products and services. The digital revolution that initially reduced customer branch visits and allowed customers to do many routine banking transactions online is now delivering interactive and data-rich digital solutions inside the branch. Digital signage solutions with analytics software help banks capture viewership and other data that can drive real-time campaigns. Digital signage equipped with analytics creates interactive experiences that can engage the customer while gathering data on customer demographics and viewing information to help banks build targeted, more relevant offers for customers.

Why Go-To-Market Strategies Are More Important Than Ever

Bank marketers face a complex challenge: communicating the value of new products and services while winning back the public's trust following one of the largest financial upheavals in U.S. history.

According to the Ernst & Young report, "A new era of customer expectation: Global Consumer Banking Survey 2011," 44 percent of customers worldwide say their confidence in the banking industry has decreased in the past 12 months. Despite this flagging confidence, the report also finds that customers who hold more products with their main

bank are likely to be the most loyal and unlikely to leave. And, finally, while personalized service is ranked among the top factors that affect customer experience, the report found that 43 percent of customers say they get only occasional personal attention from their primary bank or none at all.

In light of these findings, one way banks can provide more personal attention is to reach out to customers who seek relationships with banks they can trust and that offer personalized products and services. Banks that personalize their offerings to meet their customer's individual needs can not only improve loyalty among existing customers, but also attract new clients.

Ramping Revenue through Innovative Strategies

Banks can increase revenue streams through go-to-market strategies that win customer loyalty and trust through personalized products and services. To develop these strategies, banks need to ensure that they:

- Understand how their products and services meet the specific needs of their clients
- Know exactly who the end client is for the product or service
- Identify how to connect the new product or service with the potential client

Banks that identify what they are selling, to whom, and how, will clearly have a competitive advantage. A new component that is making go-to-market strategies more complex than ever is the increasing number of ways in which customers interact with banks.

INTEL® AUDIENCE IMPRESSION METRICS SUITE: MAKING BANK MARKETING SMARTER

Digital signage equipped with the Intel® Audience Impression Metrics Suite (Intel® AIM Suite) can help marketers deliver viewer-specific messaging while gathering valuable business intelligence to help gauge the effectiveness of their marketing campaigns and refine messaging. Intel AIM Suite provides an easy way to add data collection and audience measurement tools to a bank's digital signage network, and then automatically deliver targeted messaging depending on who is viewing the sign.

Targeted messaging delivers marketing messages to specific viewers based on demographic information such as age and gender. For example, a bank can deliver promotions for new checking accounts and student loans to college-age customers, and promote financial planning advice to older customers who may be thinking about retirement.

Bank marketers can use this information to help shape their marketing programs to ensure they are promoting the right products and services at each branch. For example, the Intel AIM Suite may reveal that certain branch locations draw more college-age customers, whereas other branches serve more customers of retirement age. By better understanding who is visiting each bank branch, branch managers can fine-tune their other in-branch products and services or external marketing campaigns to appeal to the identified audiences.

A Digital Signage Solution with Powerful Performance and Lower Costs

An intelligent digital signage solution equipped with Intel® processors and the Intel® Audience Impression Metrics Suite (Intel® AIM Suite) provides a powerful way for banks to increase and improve customer interaction. This solution gives bank marketers a powerful channel through which they can launch and improve their go-to-market strategies (see sidebar).

Intel AIM Suite is a robust data collection and audience measurement tool. As customers approach a display, sensors enabled with anonymous viewer analytics (AVA) technology recognize their presence, gender, and approximate age allowing the digital sign to display the most relevant message for each viewer.

Platt Retail Institute, a recognized worldwide leader in consumer behavior research, reports in an industry study that in-branch targeted digital messaging influenced the purchase or usage intent for seven out of eight promoted products or services and impacted customer behavior for four out of eight promoted products or services.²

Digital signage with Intel AIM Suite provides the performance needed to deliver targeted content while collecting valuable business intelligence. With Intel AIM Suite, banks can now:

- Tap into powerful computer performance to display high-definition video while simultaneously running the AVA software.
- Keep hardware running and content up-to-date across signs in multiple branches with the remote manageability features of Intel® vPro™ technology. Intel vPro technology creates increased reliability and uptime, reducing support and lowering overall cost of ownership.
- Benefit from high performance without adding to in-branch IT maintenance, thereby lowering costs while improving customer experience.

The Impact and the Opportunity

With digital signage technology, banks can attract customers, track results, and continuously improve efforts to engage, inform, and sell. Digital displays can be set up as standalone signs, kiosks, or touch walls to create interactive and tailored experiences for bank customers while measuring marketing effectiveness.

As shown in Figure 1, the Intel AIM Suite is a set of data collection and audience measurement tools that can:

- Deliver relevant targeted messaging on products and services
- Collect metrics about customer response
- Provide detailed metrics on customer-display interactions that help banks to refine their go-to-market strategies
- Measure in-branch marketing effectiveness and return on investment (ROI) by correlating customer behavior data to new customer enrollment and product sales

Banks can use digital signage to communicate tailored messages to specific audiences so that their customers learn about products and services that are right for them. By delivering targeted messaging, digital signage improves banks' customer conversion ratios and delivers quantifiable data on the response to new products and services. In a 2012 UBM TechWeb survey³ of 135 banking professionals, 57 percent of the respondents said that their digital signage strategy had helped them introduce new products or services, and 47 percent used digital signage technology to build customer loyalty.

Using Digital Signage in a Product Launch

Prior to digital signage technology, banks could only examine the success of a campaign based on reports of adoption rates and the demographics of new customers. By using digital signage with Intel® technology, banks can see what types of customers respond to each product offering, when customers of varying demographics visit the bank, and how long they view the content.

For example, suppose a bank develops a new savings account and credit card offering that automatically deposits 3 percent of the consumer's credit card charges into a bank savings account. As part of the bank's go-to-market strategy, the offering targets young professionals between the ages of 25 and 40. Because the bank runs digital signage with Intel AIM Suite in its branches, they know precisely which branches are visited most often by customers in the target age group, helping them select the optimum branches for their initial launch.

During the launch, digital signage with Intel technology delivers important data that the branch marketers can analyze to adjust messaging strategies in real time, fine-tuning the offer according to which aspects resonate the most among the target group. By adjusting messaging, banks can maximize revenue opportunities by ensuring that the value of what they are communicating reaches the right customers.

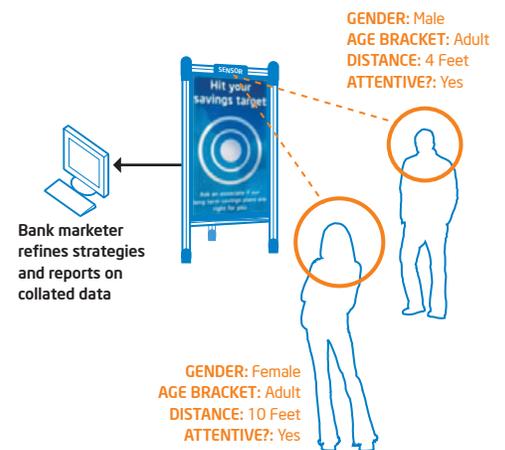
Conclusion

Armed with the tools that collect customer intelligence data, bank marketers can refine how they bring new products and services to market and fine-tune their go-to-market strategies based on real-world information. With digital signage combined with Intel technology, bank marketers can create interactive customer experiences while pulling in valuable information to refine and maximize go-to-market strategies for new products and services. Those banks that identify the right products and services for their customers, will be able to maximize ROI, increase cross-sales, and develop new metrics for branch traffic.

Learn More

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

Figure 1. With Intel® Audience Impression Metrics Suite, a digital signage system can deliver targeted messaging while collecting metrics that bank marketers can use to refine go-to-market strategies and demonstrate return on investment.



For more information on the use of Intel® technology in retail and retail banking, visit: www.intel.com/retail

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." www.ey.com

² Platt Retail Institute, Working Paper # 5, "Impacting the Customer Experience at a Bank Branch through a Digital Communication Network." (2008)

³ Kendler, Peggy B., "Interactive Branch Technology Helps Banks Target Customers." TechWeb (2012). http://downloads.deusm.com/digitaldraw/StateOfDigitalSignage_v3 (PDF)

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