

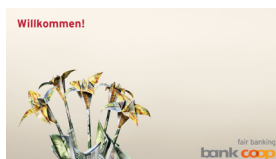
Target-orientated positioning of messages by means of an intelligent digital signage solution

Bank Coop

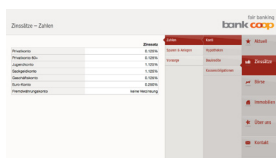
The Coop Bank has been successfully using an interactive digital signage solution for up-to-date and targeted communication in their branches since 2009. The main benefits of this installation are clear messages without major spreading losses.

The leading nationwide Vertriebsbank in Switzerland for private customers and KMUs focuses on a partnership-based connection to its customers with its services. By using an innovative digital signage solution that allows communication that can address specific target groups, the Coop Bank has strengthened and expanded its customer relations management.

Since 2009, the installation has been used successfully in numerous branches. While customers are waiting in the waiting area they can see a display showing current offers and Coop Bank news. In doing this, the bank is positioning itself with a clearly directed message to its target groups.



Additionally, an interactive touch display in the front window of the branch serves as a communication interface between existing customers and potential new customers. This can be operated from outside and addresses both those waiting in front of the ATM and any interested passers-by. The content is aimed at advertising products and making services appeal. Interactivity gives the user the opportunity to navigate the topics he is most interested in. In order to guarantee the contents are generated efficiently, an interface to the existing Web CMS has been programmed. Data and pictures regarding the various offers therefore only have to be entered once. Further interfaces to external providers also show, for instance, property offers (Homegate) and share information (Six Group).



The main advantages of such an installation are their speed and updatability. The software used, screenFOOD® CS, distributes all contents automatically to the right displays at pre-set times. Clear messages can be communicated to the respective target groups without major spreading losses.

The project was carried out flawlessly. Plans are in motion to expand it to further branches, some of which have already been implemented. The concept has also been adapted for the Basler Kantonalbank.



screenFOOD® at a glance:

screenFOOD AG, based in Lucerne (Switzerland), has been devoting itself to the emerging digital signage market since 1998. Our coordinated software product family fulfils the most diverse of requirements and can therefore be integrated easily into various branches of industry. Using the sophisticated screenFOOD® software guarantees the customer efficient communication measures without major spread loss. The brand name screenFOOD® encompasses the three main products: screenFOOD® SA, screenFOOD® CS and DOORscreen, which can be expanded with various additional modules. screenFOOD® products are distributed via traders and integrators in order to provide end customers solutions from a single source.