



How a Bank Providing Full Financial Services is Using Digital Signage to Improve Communication among Customers and Employees

Summary

Banco Popular, which is committed to providing premium financial services to its community, is using UCView's digital signage software platform to improve communication among its employees and customers.

Challenge

Now, Banco Popular wanted to establish an enhanced method for communicating with its customers and employees. Before deciding to use digital signage technology, Popular was using DVDs, which were played on LCD screens, to communicate with its customers. The content was updated twice each month. A change to a more effective and innovative method was necessary to provide optimal service and up-to-the-minute information.

“We wanted to provide our customers with dynamic content that was updated daily,” says Mariali Hernández, Banco Popular Marketing Media Manager. Digital signage provided the change that was needed to enhance the productivity rate.

Along with customers, employees represented another communication challenge for the company. Popular wanted to establish a more efficient

Client Profile

Banco Popular de Puerto Rico, established in 1893, has provided over a hundred years of financial services, enhanced with a significant role in community service. There are currently 178 Banco Popular branches in Puerto Rico and over 100 branches in the U.S. and the Virgin Islands.

Exceptional financial service and communication with its customers has been a key factor for the solid and continuous success of Banco Popular. Communication has played a large and important role in reaching out to individuals. Digital signage monitors have helped establish a more dynamic and updated approach.

and effective method of employee communication and training.

Solution

Digital signage monitors, with their modern look and versatility, proved to be the best option to meet Popular's objective of finding an improved way of communicating with customers and employees. The installation of digital signage monitors allowed for dynamic content and innovative digital solutions, such as maximizing screening time, which was not possible with the DVDs used previously.

In order to provide the essential communication needed, UCView had to make sure its software service provided optimal network connection. For Popular, it had to make sure the system could receive up-to-the-minute changes, in-sync content, and premium security protection. It was vital that monitors work consistently throughout the day without any problems. Thus, Popular was the first bank in Puerto Rico to install digital signage monitors in its branches and other locations.

Digital signage also provided a new method of communication for Popular employees, and was successfully implemented for employee training. This reduced the large amount of pressure and workflow it takes for employers to train their employees. Providing a variety of solutions, digital signage was used to help employees improve their knowledge in the workplace.

For Popular customers, it was important to display informative and entertaining contents. Customers can now view promotions, weather and news feeds, product-related contents, community-related events, and more. They have access to Wi-Fi, which allows them to surf the web. The first page they access is Banco Popular's website, which allows an increased web presence from customers logging in with their mobile phones. Allowing versatility in its software service, UCView also helps the Bank run its own TV channel called PopularTV, which features the Bank's brand image and provides vital product related information for customers.

Digital signage monitors were installed in 31 branches. The digital signage monitors were placed inside branches with high traffic zones, such as shopping centers. Since the monitors were smartly placed in locations where other people will see it, this enables motivation for customer interaction.

Future Goals

Banco Popular consistently seeks ways to best serve its customers. This includes keeping up with social media platforms. "We launched a new template that includes Twitter feeds," says Mariali. Customers waiting in line can now view Twitter posts, and customers are provided with frequent updates throughout the day. Seeing how digital signage is a great tool for communication, Mariali also hopes to expand digital signage platforms into more Popular branches.

"Digital signage allows us to customize promotions and information by geographic areas and specific branches," says Mariali. "As we expand the network of branches with digital signage, many more customers and employees will be able to receive up-to-the-minute information and news that interest them. We have already used the system to communicate new business hours in a branch, inform about a recognition received by a fellow worker, a sales activity in one branch, among other news," she adds.

Impact

After the installation of the digital signage monitors, customers responded well with the adjustment. As the main objective was to give something back to its valued customers, Banco Popular was able to use UCView to reach its goal. "This is a much more modern approach for communication with our customers," said Mariali. The digital signage monitors provided ample options for both customers and employees.

Working with UCView

Popular utilized its digital signage monitors in a variety of ways. Jaime Colón, CEO of NAIS (Novel Advertising Interactive Solutions), knew the potential of using digital signage monitors. He helped Popular reach its goal by producing and delivering updated and reliable content to its customers and employees. Customer service was also very important. "We chose UCView because of its flexibility and because it was open to customization," said Jaime.

UCView proved to be its most reliable option, as its customer service was exceptional and the service was fast. NAIS aided Popular each step of the way, making sure it had a positive experience with its digital signage service.

About NAIS

NAIS is the biggest digital signage provider in the Caribbean, managing more than 150 locations and producing hundreds of hours of professional and engaging digital content that includes 2D and 3D animations, training videos, Video News Reels, etc.

About UCView

UCView is a worldwide provider of digital signage solutions, supplying top-quality digital signage products and content management software that is reliable, easy to use, and affordable to operate. The objective of UCView is to allow for convergence between display owners, advertisers, and consumers. UCView is responsible for the installation and support of thousands of systems across a spectrum of business industries including retail, supermarkets, government, education, hospitality, and financial. UCView is a private company; its international headquarters and main manufacturing facility is located in Northridge, California.