

Case Study.

Natwest Bank.

Digital signage and interactive systems.



Client Brief.

Our client wanted to install a combination of interactive systems with digital signage into their flagship branch based in Leeds.

Acquire's Solution.

Digital signage was installed throughout the branch as well as at the windows to attract customers outside the bank. Their Premier Banking Lounge also included digital signage that displayed Freeview TV as part of the screen layout. The solution also included touch screen interactive pods so allow customers to go online to check their account, make payments or simply browse the internet.

Features and Benefits.

- Rapid changes to promotional messaging.
- High quality adverts displayed.
- Bank seen to be embracing technology.
- Improved customer satisfaction by providing self serve facilities.
- Added value to the overall customer experience.

Acquire Software.

By using the Acquire software it enabled staff to effectively manage content across the diverse range of digital signage systems installed. Templates were created to allow branch staff to enter and edit the messages on specific screens while others were managed by central (offsite) locations.

The software also provided more complex capabilities such as viewing TV, feeding live updates from the stock exchange while providing maximum security to our clients and their customers.

