



Benefits of Digital Signage

The Element Group

Digital signage is signage that uses technologies such as LCD, LED and Projection to display content such as digital images, video, streaming media, and information. It used to be static images displayed on a screen, now virtually anything can be put onto a digital display, from videos to scannable codes.

In our experience, we see Digital Signage benefits financial institutions by being;

WHY DIGITAL?

Cost-effective. Unlike traditional printed signs, digital signage can be modified or updated quickly and easily, preventing your signs from being outdated. While static signs and posters take time and money to be constantly printed and dispersed making it harder to keep it up to date. Information you need should be digitally provided because it can be changed quickly, is able to serve multiple purposes and it is smart in that the software can be connected to all other system in that public space. So hospitals, airports, offices, stadiums, malls, banks, any place people go in volume, we will see digital signage as ubiquitous as lighting is today.

Versatile. The information can be shared across a single installation or multiple units to reach your intended audience. Building on their information-sharing capabilities, digital signage solutions are also used to connect users with additional resources and tools, search features and categories allow people to easily navigate to specific listings they're looking for, which can have descriptions, maps, website links and more. These signs are able to provide multi-language support, printing and VoIP calling capabilities to allow users of all ages and abilities to easily access, connect, and retrieve the resources they need.

Branded. Everything displayed on digital screens can be uniquely customized to your brand and its content. There are templates and easy to use software to design your own content, making it as simple as to drag and drop your own images and information into the templates.

The new workforce entering the workplace will be Gen Z, while Millennials helped the banking industry understand and deploy new digital technologies, Gen Z workers haven't known anything but digital technology. Gen Z workers don't want to have to digitally transform banks or any other employer — they want new digital technologies and automated solutions already in place.

DIGITAL IS EVOLVING

Modern algorithms are able to detect parameters like age, sex and mood by analyzing the facial expressions from camera footage, significantly helping marketing efforts. Touchscreens can measure touches on specific content and can assess the exact performance of advertising campaigns and the return on investment. The combination of face recognition and touch technology measures how people react to what content and facilitates the creation of targeted campaigns and sustained optimization.

TRENDS IN DIGITAL

Common. Digital displays are becoming more common through industries, mostly taken advantage of by retail and advertisement.

Engagement. More displays are becoming interactive, encouraging customers to engage with the content.

Demographic collection. The screens are able to collect data such as click hotspots and what types of people are interacting with what content, detecting things such as age, sex, and times of use.

Personal. Coupons and discounts can be incorporated into your feed, encouraging consumers to come back to your store. It's an effective way to brand your space, projecting your logo and content on any or all displays.

WHAT COMPANIES ARE SAYING

A report by Intel Corporation found that digital signage displays capture 400% more views than more traditional static signage, while data from Arbitron indicates that digital signage solutions boast recall rates of more than 83% among viewers. Food Lion, a grocery chain, found that weekly fliers weren't effective due to the fact that not everyone carries it around, so it started to use digital signage, Ms. Rodriguez, Hispanic Latino BRG Chair at Food Lion, said "We've rolled out digital signage solutions in close to 75 percent of our stores nationwide, primarily in our deli/bakery departments. The signs promote specific products," and shows "how to earn discounts through our loyalty program and more," Rodriguez said. "Since introducing digital signage, we've seen a double-digit increase in sales which we

attribute in large part to the signage innovation." the company found that, "customer response to the digital signage has been overwhelmingly positive, with increased customer satisfaction evident in our customer surveys. Shoppers consistently make positive comments on our social media, and to our associates about the signage, so we know they're taking notice."

NEXT STEPS

To learn more about how the Element Group can transform your institution into a cutting-edge branch, contact our team today!

Sources: dezeen.com & Haworth white papers.



An architectural floor plan of a building, showing various rooms and corridors. Dimensions are marked in several places: '7' and '580' on the left, '350' in the center, and '150' and '150' on the right. A pencil is visible in the top right corner, and a ruler is partially visible in the bottom left corner.

every bit matters

elem^ent

info@everybitmatters.com | 603.319.8951 | Portsmouth, NH 03801

everybitmatters.com

