



Digital Media for Retail Banking

Enabling a Collaborative Customer Experience

What You Will Learn

For retail financial institutions, better communications can improve the customer experience, increase connectedness and consistency among dispersed branch locations, and improve employee productivity. But email is too static and impersonal, and face-to-face interaction is too expensive and cannot scale. Now with the comprehensive Cisco® Digital Media System solution, you can:

- Present targeted information to waiting customers in branch-office locations
- Use networked video to introduce products and services
- Use digital signage or desktop video for flexible sales training
- Enhance and extend corporate communications to influence your company culture

Challenge

Retail banking services traditionally involved a personal relationship between customers and their local branch. The emergence of alternative banking channels that offer customers more flexibility has eroded these relationships. At the same time, mergers and acquisitions, increasing customer expectations, and the introduction of more bank products and services have accelerated employee turnover and reduced awareness of corporate values and goals at remote branches. Providing a consistent customer experience and ensuring that all branch employees have timely product information and consistent sales skills has never been more challenging.

In this environment, you need:

- More powerful and effective ways to reach customers and deliver a superior customer experience in the branch
- Tools that can improve the productivity and capabilities of branch employees and help them more rapidly acquire new product information and sales techniques to increase revenues
- Ways to forge a stronger brand identity and a consistent corporate culture across all branch locations

Digital Media Solution

The Cisco Digital Media System solution lets you use one interface to create, manage, deliver, display, and access digital content to digital signage, desktop video, or enterprise TV:

- **Create:** Digital Media Encoders convert audio and video sources to a digital format that you can transmit over your bank's network.
- **Manage:** Cisco Digital Media Manager makes it easy to schedule content, set up live webcasts, import videos, and organize and publish the content for digital signage, enterprise TV, and desktop video. Individual departments can use the software to control their own content, including scheduling and user access.
- **Deliver:** Cisco Digital Media Players handle digital media content display and playback across the high-definition displays used for digital signage and enterprise TV.
- **Display:** Cisco Professional Series LCD displays provide a high-definition viewing experience and include built-in speakers.
- **Access:** Cisco Video Portal is an online video portal for streaming videos on the Web or over your internal branch network.

Improve the Branch Customer Experience and Employee Effectiveness

The Cisco Digital Media System provides the simple, flexible, and scalable digital media tools you need to transform internal and customer-facing communications. The Cisco Digital Media System enables you to use digital signs or PCs to deliver compelling and dynamic digital media communications that improve the in-branch customer experience, accelerate product introductions, increase sales proficiency, and enhance intra-bank communications.

Improve the Customer Experience

The branch bank remains the primary interaction point for most customers. Improving their experience in the branch is important in gaining a competitive edge. With the Cisco Digital Media System, you can:

- **Reduce perceived wait time:** Educate, entertain, and inform customers waiting for service with timely and dynamic content on digital signage within the branch.
- **Optimize the flow of customers in the branch:** Use digital signage to provide directions for using different services within the branch and easily change information to best meet the needs of specific customer segments.

Accelerate New Product and Service Introductions

A smooth, rapid rollout process is essential to help a new product or service succeed. Traditionally, product experts go to local branches or regional training centers to conduct training, or they schedule centralized seminars that take employees away from their jobs. Also, printed product support materials are expensive and time-consuming to create and distribute. Too often employees come away with less-than-ideal knowledge of the new product, creating an inconsistent customer experience and lost opportunity to sell. The Cisco Digital Media System enables you to:

- **Launch products and services faster and more cost-effectively:** Deliver new product information over the network to all branch employees faster, at a lower cost, and in a better coordinated campaign.
- **Ensure a more informed workforce:** Engage employees and help them retain information by delivering new product media on desktop PCs.
- **Provide instant and consistent communications:** Enable live product training broadcasts plus prerecorded videos that employees can access on demand.

Increase Employee Proficiency and Productivity

As you strive to grow revenue, you are searching for ways to increase the overall sales proficiency and understanding of regulations of local branch employees. You must ensure that dispersed employees have the specialized skills and training they need to succeed and continue to stay up to date on new products, regulations, and changes in procedures. With the Cisco Digital Media System you can:

- Accelerate in-branch sales training and more easily disseminate sales strategies and best practices across the enterprise
- Improve training retention and consistency by providing sales training through rich media delivered over a digital sign or desktop PC

- Train new hires more quickly, using video materials that are accessible right in the branch and that can be updated frequently
- Allow successful sellers to create their own best practices videos and share them with the rest of the sales force over the company internet

Enhance Corporate Communications

Getting all employees behind a single organizational strategy and set of goals is the foundation of a successful financial institution. The Cisco Digital Media System brings you new avenues of communication through the web-based video portal accessible on the desktop, or on digital signs when desktops are not available. Executives can connect with all employees more frequently and in a more compelling way to:

- Foster a stronger corporate culture and brand
- Improve regulatory compliance
- Speed the integration of mergers and acquisitions
- Improve employee communication

The Cisco Digital Media System solution is part of the Cisco Collaborative Customer Experience suite of next-generation business solutions designed for retail banks. Collaborative Customer Experience solutions combine technologies from industry-leading partners in the financial services industry with proven Cisco networking and communications technologies to provide a pre-integrated, robust retail banking solution.

Why Cisco?

Today's financial environment and economic climate demands innovative approaches to delivering an excellent customer experience and employee communication without increasing human resource costs. A single investment in the Cisco Digital Media System helps financial organizations thrive by:

- Improving the branch customer experience by providing targeted marketing content, news and information to customers waiting in branch-office locations
- Accelerating product and service introduction by using networked video to easily record and broadcast live or on-demand content
- Improving sales productivity and efficiency by using digital signage or desktop video for before- and after-hours training
- Influencing enterprise culture by enhancing and extending executive and corporate communications

For More Information

For more information about Cisco Digital Media System for retail banks, contact your local Cisco account representative or visit: <http://www.cisco.com/go/financialservices>.

To learn more about the Cisco Digital Media System, visit: www.cisco.com/go/dms.



Americas Headquarters
Cisco Systems, Inc.
San Jose, CA

Asia Pacific Headquarters
Cisco Systems (USA) Pte. Ltd.
Singapore

Europe Headquarters
Cisco Systems International BV
Amsterdam, The Netherlands

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at www.cisco.com/go/offices.

CCDE, CCSI, CCENT, Cisco Eos, Cisco HealthPresence, the Cisco logo, Cisco Lumin, Cisco Nexus, Cisco Nurse Connect, Cisco Stackpower, Cisco StadiumVision, Cisco TelePresence, Cisco WebEx, DCE, and Welcome to the Human Network are trademarks; Changing the Way We Work, Live, Play, and Learn and Cisco Store are service marks; and Access Registrar, Aironet, AsyncOS, Bringing the Meeting To You, Catalyst, CCDA, CCDP, CCIE, CCIP, CCNA, CCNP, CCSP, CCVP, Cisco, the Cisco Certified Internetwork Expert logo, Cisco IOS, Cisco Press, Cisco Systems, Cisco Systems Capital, the Cisco Systems logo, Cisco Unity, Collaboration Without Limitation, EtherFast, EtherSwitch, Event Center, Fast Step, Follow Me Browsing, FormShare, GigaDrive, HomeLink, Internet Quotient, IOS, iPhone, iQuick Study, IronPort, the IronPort logo, LightStream, Linksys, MediaTone, MeetingPlace, MeetingPlace Chime Sound, MGX, Networkers, Networking Academy, Network Registrar, PCNow, PIX, PowerPanels, ProConnect, ScriptShare, SenderBase, SMARTnet, Spectrum Expert, StackWise, The Fastest Way to Increase Your Internet Quotient, TransPath, WebEx, and the WebEx logo are registered trademarks of Cisco Systems, Inc. and/or its affiliates in the United States and certain other countries.

All other trademarks mentioned in this document or website are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (0903R)