DT Research Multimedia Players Engage Bank Customers and Staff with Satellite IPTV Signals

With a 150-year history, the featured banking company operates in eighteen countries on the African continent, including South Africa and other emerging markets, employing over 50,000 and opening 7,000 accounts per day.

The Challenge

This largest multi-national bank in South Africa, had a requirement to set up a digital signage-based system for communicating to their customers and staff on a range of matters. In addition, the solution had to have the following characteristics:

- Reliable, robust and web-enabled multimedia players to replace its current fragile, low-performance players.
- A platform to publish messages to both customers and staff; cost was a key driver.
- Easy to manage messages with the scalability to quickly and in real time create, re-design, change, and schedule media content.
- The solution must accommodate a combination of video, data, images, voice and text formats.
- The communication messages could be delivered live, pre-recorded, interactive or a combination.
- The messages will reach an estimated 1,200 branches across Sub-Sahara Africa taking into account different time zones for distribution.
- Within branches the messages needed to cater to different areas, i.e. multiple zones to address audiences in a targeted manner.

DT Research Multi media Appliance

- The security of their own VPN could not be compromised in any way.

The Solution

With previous digital signage design and deployment experience with other banking institutions in Africa, DT Research's multimedia players, as well as satellite IPTV from partner Connecting Africa, were chosen by the bank as the digital signage solution to deliver dynamic content.

The DT Research media player features the integration of the high-performance and energy efficient Intel® processor into a compact and robust enclosure, offering computing and graphics capabilities for multiple applications. With robust construction, the player provides reliable operation and extended operating life, lowering the total cost of ownership. Once players receive multimedia content downloaded from Connecting Africa's 17 satellite channel via DVB-S and DVB-S2 compliant Norva IP receivers, they perform different broadcasting capability such as:

- Displaying bank product and service information in customer areas. The content is made visibly interesting, keeping the customer's attention by using different screen layouts with messages flowing from one to the next.
- Staff communication and training needs with an interactive touch screen for live staff broadcasts and on demand training videos.

The scheduling and message delivery for customer information, staff training, products and services are managed using different playlists including:

- **Queue Management**
  Multimedia content is displayed at the information desk and teller area with an on-screen queue calling system.

- **Managing Customer Waiting for Personalized Attention**
  Product and service content are displayed to customers while waiting for a Service Consultant.

- **Forex Indicators**
  Foreign exchange rates are updated from a RSS Forex feed to branches dealing in forex for the benefit of customers.

- **Magazine Program**
  A live or pre-recorded magazine

program is streamed from a National Broadcast studio via satellite to all or selected branches.

- **Staff Communication and Training**
  Connecting Africa installed an in-house broadcasting studio at the client's head office to address staff training, special announcements, safety and health updates. A multimedia player was installed in the training room at each branch. The staff uses an Interactive touch screen to view live or pre-recorded (video on demand) programs from the in-house broadcast studio.

The solution created by DT Research and Connecting Africa helps the client provide quick delivery of time sensitive content in a real-time environment and pre-recorded content in an on-demand environment.
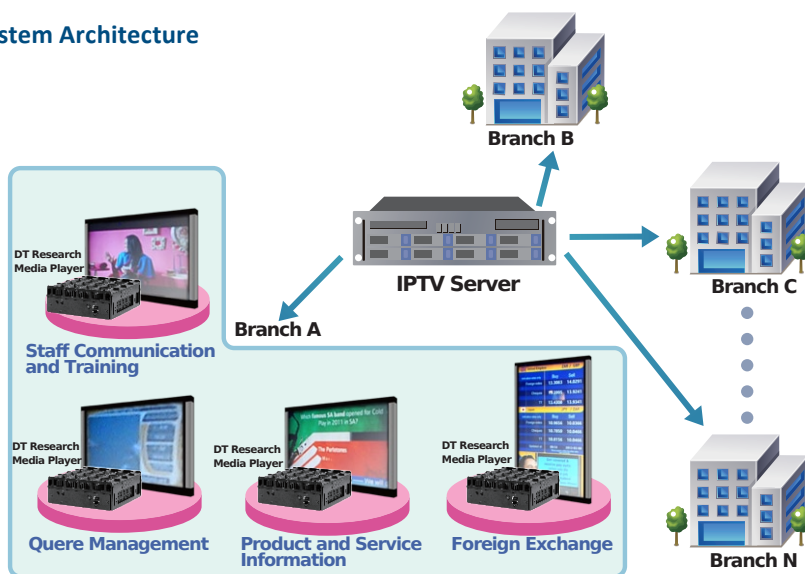
Results

The DT Research digital signage solution effectively addresses all of the requirements of the bank for staff communication, training, customer education and entertainment, enabling broadcast messages to customers and staff in real-time or in a planned and targeted manner.

The solution also meets the cost- effectiveness criteria of the client. In addition to the speed, ease of use and impact , the digital signage solution eliminates the need for lengthy e-mails, pamphlets, brochures, documents and training travel expenses. The excellent quality and performance of the DT Research media players provides reliability and content flexibility, and, with Connecting Africa's network of technical resources, the featured bank has its needed level of maintenance and support for each branch in South Africa and sub-Saharan Africa.

For more information about the DT Research Signage System, visit http://signage.dtri.com

System Architecture

Branch B

DT Research Media Player

Staff Communication and Training

IPTV Server

Branch A

Branch C

DT Research Media Player

DT Research Media Player

DT Research Media Player

Quere Management

Product and Service Information

Foreign Exchange

Branch N