

Digital signage solution for a major bank

The challenge



A major bank in California, a longtime customer of Teksetra, sought to replace their existing digital signage with a more efficient, updated system.

The solution



Teksetra provided a digital signage solution called the Revel system to 116 branch locations.

Benefits

New system provides ample opportunities for the bank to maximize their digital signage ROI

Quickly and conveniently relays relevant and timely banking information to customer

Revel Digital software is more intuitive and easier to use than previous system

BANK



August 2017

24 units were transitioned and integrated into the existing solutions in banks from Arizona to Washington.

Employees and customers alike were immediately drawn to its easy to use features.

February 2017

Teksetra began its field testing of the Revel Digital software at two prominent locations in northern and southern California.



Conducted intensive site surveys for more than

70

branch locations across the western United States, working closely with the bank to determine the best locations for implementation.



66

Locations were selected for the potential value that digital signage could provide them.



To accomplish this large-scale roll-out, Teksetra coordinated with the facility managers of each location.

Duplex wall outlets were installed before the Teksetra digital signage installers arrived on site, creating a significantly streamlined process with discrete installation.

December 2017

All 66 locations launched their initial digital signage solution.



Single Kiosk, Dual Kiosk, 75", 65" and 48" wall-mounted panels in landscape and portrait.

Teksetra also began installation of kiosk and wall-mounted displays during this same month.

5 months

Teksetra performed new installations at both new and remodeled branches alongside the phase 1 locations, replacing a large amount of existing equipment that had reached end of life.

+68

Teksetra began simultaneous site surveys of an additional 68 locations.

116

Today, Teksetra's digital signage solutions can be found at 116 of the bank's branch locations across the United States, with even more on the horizon. The implementation of this strategy has led to an increase in the bank's ability to maximize on ROI for digital signage. On top of that, these locations can now display their bank rates through rate boards enabled by digital displays and Revel Digital software. To create the code for these boards, Teksetra worked closely with a team of software engineers.