

PHILIPS

Professional Display Solutions

Case study Corporate



Sparkasse innovates traditional banking with new digital innovations by Philips Professional Display Solutions

“

“An integrated Android SoC and impressive energy efficiency made Philips Professional Display Solutions the right choice for our digital signage platform.”

Marco Coletti, Technology & Acoustic Partner, Pro Lab



Background

Founded in 1854, Sparkasse Cassa di Risparmio di Bolzano is one of the most important independent savings banks in Italy. This traditional bank boasts over 100 branches throughout the north east of Italy, and Munich. Here, both personal and business customers have come to rely on the offered services including savings and investments, mortgages and loans, as well as insurance and social security.

Challenge

In an ever-changing landscape of the financial industry, Sparkasse Cassa di Risparmio di Bolzano recognised the need to cater for the different generations of their customers. Acknowledging that some customers prefer traditional interactions whilst others preferred digital independence, they envisioned a new way of banking that fused both worlds into a seamless design for all generations.



Fast facts



Client

Sparkasse – Cassa di Risparmio di Bolzano



Location

Bolzano, Italy



Project

Roll-out of new Physical/Digital hybrid branches



Products

Philips displays: T-Line 10"; D-Line 49" and 32"; H-Line 75" and 55"; Q-Line 86", 65" and 48" (69 units in total)



Partners

Pro Lab

Solution

A perfect idea came to life when Italian based Pro Lab teamed up with Philips Professional Display Solutions. Together, a multichannel strategy was rolled out to equip the physical space of each branch with digital conveniences. This revolutionary 'Phy-gital' concept introduced interactive touch-screens with live updates and notification, as well as integrated presentations of core products and services to boost digital engagement. Dynamic consulting stations and digital tools were set-up for rapid access to banking services, resulting in happier customers and more freedom of movement in each branch.



Benefits

Dynamic consulting desks: Presentation of core solutions and ancillary services through integrated digital engagement, as well as more informative content and 'phy-gital' tools to communicate products.

Custom set-up: Displays were integrated into custom-made frames that mixed digital technology and functional design.

Android: Custom content integration is made possible through Android system, working with the Pro Lab developed system.

Remote central updates: Sparkasse is able to push new communication to all or selected branches in an instant.

Remote upgrades: Pro Lab can push new software updates remotely to ensure each device is running smoothly with the latest features and stability requirements.

Future-proof: New demands from Sparkasse can be easily configured and deployed by Pro Lab, enabling them to add new features as required.

Low running costs: Energy efficient displays and advanced built-in connectivity circumvents the need for additional hardware, resulting in reduced operating costs.

