

## In-branch, Drive-up – StrandVision Digital Signage Promotes RCU

Royal Credit Union, a major credit union in western Wisconsin and the Twin Cities area, uses StrandVision Digital Signage to better serve its 143,000 members. RCU is gradually rolling out the signage to its offices and to several new branches added through the acquisition of credit union and bank assets. The StrandVision Digital Signage enables RCU to leverage its advertising and marketing communications investments and bring timely promotions directly to members in their lobbies and at their drive-up teller lanes.

Royal Credit Union was an early adopter of StrandVision Digital Signage. It ran a pilot with the first version of the service and is an enthusiastic supporter as the technology has matured. Today, it is rolling out StrandVision Digital Signage to additional branches.

### **Taking Advantage of StrandVision's Flexibility**

RCU uses StrandVision Digital Signage at both in-branch and drive-up locations. "We replaced PowerPoint presentations and DVD playbacks of ads, which were cumbersome and difficult to keep up to date," explained Vicki Hoehn, RCU Executive Vice President, Marketing.

The in-branch displays range from 32" to 48" in HD format. They are located in both lobby and teller line areas and, in some cases, include highly directional speakers that direct the sound appropriately.

The monitors in the branches use HD format, while the drive-up matrix displays are the older 4:3 format.

One location has a teller who remotely services both in-branch and drive-up customers. A remote walk-up teller system, similar to a drive-up unit, is located in the credit union branch. The live teller overrides the streaming digital signage on the large-format screen with a camera feed as he/she conducts the transaction from a central location within the branch.

RCU's drive-up matrix system integrates the StrandVision Digital Signage into the transaction screen. The small built-in monitor shows the teller during the transaction and then reverts to the digital signage between interactions. StrandVision displays on all teller monitors (inside and outside) when the teller is not active on the screen.

The StrandVision approach fits well with RCU's expansion strategy. It's easy to add branches with centrally managed and easily updated digital signage content.

### **Leveraging Marketing Communications**

"The StrandVision signage is an integral part of RCU's comprehensive marketing campaigns complementing our other communications media," said Vicki. "We meet twice a month to discuss upcoming projects and look at all media, including the StrandVision system, which will be used in the promotion."



For instance, RCU runs its TV ads on the digital signage displays. Other marketing communications campaigns, community events, member programs and product promotions are also included in the signage.

Said Vicki, "This approach is better from a cost standpoint. We're able to create materials for mass media and internal audiences at the same time. We just have our ad agency think about the digital sign as it develops the campaign."

An RCU Marketing Specialist manages all of the digital signage locations updating all or selected screens from her office.

"StrandVision gives us the flexibility to communicate multiple messages to our members instantaneously without cluttering the branches with lots of signs. It makes the offices cleaner, crisper, classier.

"I'd like to have StrandVision in all of our locations to do specific promotions. We'd use posters for just general product promotions. It'll save print and inventory costs," commented Vicki.