THE DIGITAL SIGNAGE AGENCY

POWERED BY **DBSI+CFM**

THE DIGITAL SIGNAGE PRODUCT GUIDE

Stop relying on old and tired marketing tactics and discover visual communications from DBSI's Digital Signage Agency.

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WHO IS DBSI + THE DIGITAL SIGNAGE AGENCY?

DBSI DOES DESIGN-BUILD

Think of us as rocket scientists—but instead of rockets, we launch exceptional bank and credit union environments by fusing design-build, technology, and delivery together. A comprehensive design-build firm focused 100% on the banking industry, we have a team of designers, architects, marketers, and constructions experts ready to take on any project. And, unlike other design-build firms, we have all the products and services in-house needed to transform your business.

DIGITAL SIGNAGE IS VISUAL COMMUNICATIONS

The creative arm of DBSI, The Digital Signage Agency is the only group that delivers content created by banking experts for banking experts. From digital signage displays to website and social media displays to content calendars, our team not only helps create content for you, but also shows you where to place it and how to best use it. And did we mention we also source the hardware and software needed to keep this content live in your branches and headquarters?

WE DO ALL THINGS DIGITAL SIGNAGE

Content Strategy

Content Creation

Installation & Deployment

Managed Creative Services

Training

On Site Support

Continue through this guide to get more details on all these categories–and more!

DIGITAL SIGNAGE
THE BASICS

CURRENT STATE OF DIGITAL SIGNAGE

When you put up posters and signs, lay out printed brochures, write on markerboards, and place cardboard pop-ups in your branch...you have a goal. Most likely that goal is to increase product awareness, educate clients, enhance brand awareness, and build better relationships with your clients.

However, the current methods you're using (like those mentioned above) aren't the most effective in helping to achieve those goals. In fact, they are preventing you from achieving them. Here's how...

- ## YOUR BRANCH MESSAGING IS BORING AND INCONSISTENT

  Today's client is digital-minded. Everywhere they look in their daily lives, they are surrounded by screens—whether that be their phone, a TV, a flashing billboard, you name it. And high-tech retail experiences have further raised expectations. That means that your printed merchandising or handwritten signs are probably being ignored (and may even be boring your clients).
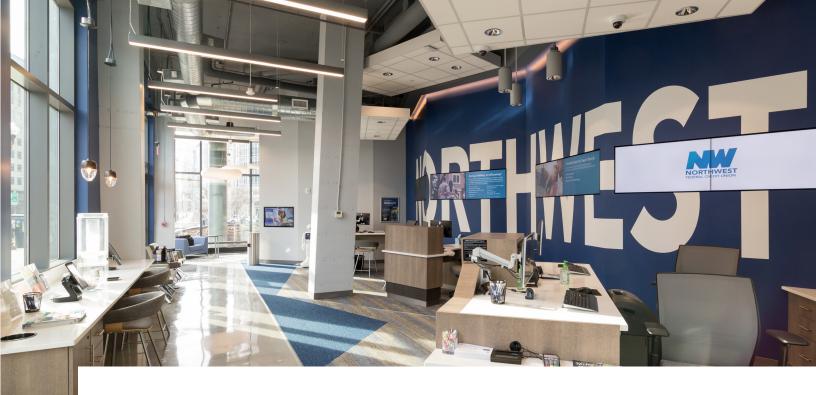
  ### THE PROBLEM

  The person with the best handwriting was tasked with writing the most recent promotion on a board. Can you guess how many people saw this and asked how to save that 2%? Few, if any. And your brochures are just collecting dust and sitting untouched.

  ### THE SOLUTION

  Leave your static signage behind and update your branch messaging with engaging digital signage—the potential for creating fun, informative, and exciting messaging is unlimited. In fact, according to Intel, digital displays capture 400% more views than static displays, as well as potentially double audience information retention.

- ## YOUR CONTENT IS DATED AND EXPENSIVE TO KEEP FRESH

Your in-branch signage is one of the ways a client learns about your offerings. So, what happens when the materials you're handing out have a wrong rate or are outdated? You lose trust and business. Not to mention, constantly updating printed materials is time-consuming, expensive, and it isn't very good for the environment. Even worse? It is nearly impossible to ensure every branch is updating their messaging on time, meaning one branch can have accurate messaging, and the other can be outdated by weeks—or even months.

THE PROBLEM

You rely on brochures and small posters to advertise services and products. But with printed materials, pushing out new messaging to your entire branch network is cumbersome. That can result in dated materials lingering in the branch longer than they should.

THE SOLUTION

Digital signage displays can be updated remotely, in real time, across all branches. This means no more expensive printing, no more sending 10 emails to ensure one sign gets updated, and a whole lot of money and time saved.

YOUR COMMUNITY MESSAGING FAILS TO CONNECT

Your branches all serve a local community, so make sure your messaging is local, too. For example, if your branch is in a downtown business center, your messaging should lean toward business and commercial offers. If you aren't speaking their language, you're not speaking to them at all. And community messaging goes beyond just matching offers and content to local needs; it also includes efforts to establish a community presence through branch staff relationships, giving back, business partnerships and highlights, community events, and other local news updates.

THE PROBLEM

Bulletin boards are your chosen method of community messaging. These go outdated quickly, are filled with random flyers, and do very little to establish a relationship with the members of the community you serve.

THE SOLUTION

Digital signage offers a great alternative, as they allow for customized, hyper-local content across the entire branch network based off location. So, you can still ensure brand consistency, but allow for flavors and variations depending on the surrounding demographics. Plus, you can better show your support to local businesses and clients by featuring them on your community board.

• YOU'RE MISSING AN OPPORTUNITY TO DIFFERENTIATE YOUR BRANCH

To stay relevant in today's market, you need to stand out—and that starts with strong branding. But if you're relying on your boring, outdated, non-relevant printed, static signage to do that, you're going to be let down every single time. In today's market, where almost every business has a marketing team, you must keep yours up-to-par if you want to get noticed.

THE PROBLEM

None of the signage is this branch is standing out and the branding is both lacking and dull. When a potential client enters this branch, it would be easy for them to forget what branch they are in. And with static signage like this, there is no way to ensure consistency across your network, meaning that all your branches will become mismatched in time.

THE SOLUTION

A good retail environment is unique to the business and screams their branding, messaging, and uniqueness. Well-placed digital signage displays can turn a branch environment from a DMV experience to an Apple, Lush, or Home Depot experience (aka an elite, consistent, and even fun retail experience).

Don't let your signage fail you any longer.
LET'S SEE HOW YOU CAN SHIFT TO DIGITAL SIGNAGE.

THE DIFFERENT TYPES OF DIGITAL SIGNAGE
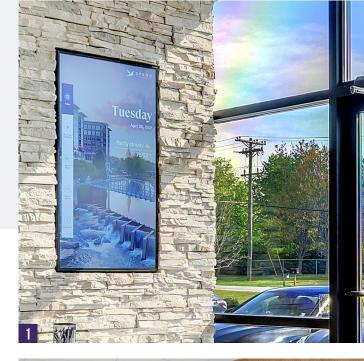
1 DYNAMIC DISPLAYS

The engaging alternative to printed posters and cardboard pop-ups, these are digital screens that display videos and other engaging content that advertises your products and services, delivers important messaging, and offers consistent branding. A great way to increase wallet share with virtually no work on your staff's behalf.

2 WOW WALLS
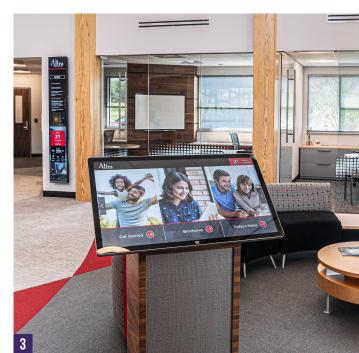
Engage branch visitors with videos and exciting digital content displayed on these large screens meant to span across a wall in your branch and offer a real 'wow' piece to the space. From branding and corporate messaging to product and service ads to safety and operations messaging, these screens belong in every branch of the future.

3 INTERACTIVE SCREENS & KIOSKS

Say goodbye to those stale brochure racks that are packed with outdated, expensive, and flavorless brochures. There is a new, much more engaging way for clients to consume this information, and it comes in the form of an interactive kiosk (think giant touchscreen). Not only is this more retail-friendly and user-friendly, but it is also more environmentally-friendly—and that really matters for the modern client. And as an extra bonus, these kiosks can be leveraged by your staff during client interactions for a comprehensive and advisory experience.

4 DISCOVERY BARS

Bring the tools and training needed to educate and help your clients into the branch with a Discovery Bar, a sleek way to display tablets in your branch to offer clients the ability to onboard to mobile, complete web transactions, explore products and services, and more.

5 EXPERT NEARBY
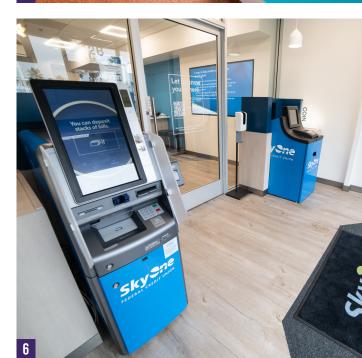
Rather than have experts on staff at every location or necessitate travel from branch to branch, more and more financial institutions are implementing our 'Expert Nearby' solution to overcome the barrier of setting an appointment. This two-way video conference solution gives clients immediate access to your experts, trained and with the authority to complete their specific needs.

6 ITM DISPLAYS

Yep! You know those interactive teller machines that you've invested a ton of money into? You can run digital signage on these displays too! Especially for ITMs leveraged in the drive-thru of branches, this is a great way to bring your communications outside.

DIGITAL SIGNAGE SOFTWARE

Digital signage is more than just hardware hanging on a wall. You actually need to get content on those screens! How do you do that? With the right tools!

Create and publish personalized content in minutes with our cloud-based digital signage platform that allows any team to easily manage content across thousands of screens and endpoints, all in one scalable interface.

And it's trusted by some of the biggest names in business, so you can rest easily knowing the right content management system is being used.

TRUSTED BY SOME OF THE BIGGEST NAMES IN THE BUSINESS

Microsoft   Marriott   BANK OF AMERICA

ORACLE   HYATT®   Capital One

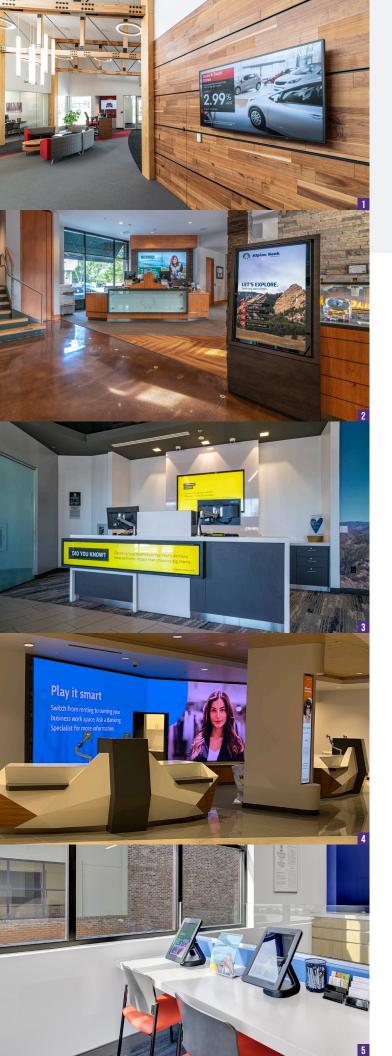salesforce   MGM GRAND   WELLS FARGO

WHAT MAKES THIS SOFTWARE UNIQUE?

- Scalable, cloud-based platform

- Reliable with 99.9% uptime

- Robust content scheduling

- Drag and drop interface

- User roles for max collaboration

- Multi-media display capabilities

- Remote access made easy

- And a whole lot more!

DIGITAL SIGNAGE HARDWARE

There are thousands of different options when it comes to picking the right hardware for your digital signage roll-out, but these are the most common:

1 **LCD Screens** – Do not mistake these for TV screens like the one you have in your living room. It is critical these displays are of commercial quality as you will have these on a lot, and you don't want to be spending money on new screens every year!

2 **Touchscreens** – Touch-friendly and made to withstand regular use, these kiosks are considered specialty LCD displays.

3 **Custom dimensions** – Get creative with the size and resolution of your screens. The options really are unlimited.

4 **DvLED Screens** – These are super cool and perfect for creating the billboard effect. When positioned right, they can be seen from outside the branch too, offering 24/7 advertisement.

5 **Tablets** – Put your signage in your client's hands with tablets. Nowadays even kids know how to use these devices, so you can stay confident clients of all ages will feel comfortable picking them up and using them.

CLIENT-FACING CONTENT

STRATEGIC SCREEN PLACEMENT

When the decision is made to bring digital signage into a branch, it is for a reason, which means that you need to align your screen placement strategy to deliver these goals. Our agency specializes in strategic placement of digital signage, so much so that we've broken screens down into categories to help streamline the placement process:

INVITE: These displays are often found in the entry way or facing the exterior of the branch and serve the purpose of attracting clients to the branch and generating brand awareness.

DISCOVER: These displays are located in high-traffic areas like behind teller stations and in drive-thrus, and serve the purpose of displaying your products, services, and other features you offer to your clients.

ENGAGE: These displays are in lobbies and serve the purpose of gaining attention and getting clients involved with your institution, whether it be a social media follow or onboarding to the mobile banking app.

ADVISE: These displays are placed near associate workstations and can be leveraged during client interactions to advise on products and services or help with sales conversations.

CONTENT STRATEGY

You know the feeling when you see something and can't help but smile? Well, get ready because that's the kind of reaction we see from clients when their financial institution is brought to life through our Digital Signage content.

It all starts with our strategic pillars aligned to key engagement strategies. Every app and every module we create all align back to these.

- **Experience** – Offer a unique and engaging experience through content with branded animations, local photography, and attention-grabbing videos.

- **Products** – You have a ton of products and solutions to offer your clients, yet the typical household averages only 2.5 products with their primary banking provider. Show off what you've got with promotions and highlights.

- **Convenience** – Make it easy for clients to engage with your offerings and provide them with important information with content like onboarding tutorials, directories, and even location updates.

- **Community** – You are a part of the community you serve and it is important to communicate that with your clients. Do that with content that highlights local events, news, businesses, people, and more.

- **Relationships** – Build and strengthen your ties with your clients by sharing stories of success from other clients and advertising for business partners.

- **Education** – It is your duty as a financial institution to guide your clients along their financial journey, in more ways than just providing products and services. Provide content with financial advice and tips to make your clients confident in their finances (and their decision to bank with you!).

KEEP YOUR EYES PEELED FOR THESE ICONS

| Experience | Products | Convenience | Community | Relationships | Education |

INTERACTIVE APPS & MODULES

We have created a ton of different apps and modules for your digital signage displays (108 to be exact) and we are always pumping out new ones. Below you will find some of our most popular apps and modules among other financial institutions when it comes to their branch communications:

1 Home Screen 👍

A launching point for self-exploration, this module serves the purpose of grabbing the client's attention and driving them to the call-to-actions that matter most to your financial institution.

2 Meet the Team 🤝

Your people are your differentiator and the service you provide to your clients is what keeps them loyal to your institution and increases your wallet share. That's why this module was built to connect your clients to your staff with relevant and personalized bios (and we can add call-to-actions to schedule appointments with a preferred banker directly from the kiosk!).

3 Get Started Onboarding Tutorials ⚙️

Available in video, animated, and brochure style formats, this module helps drive up your mobile adoption rates with clear instructions and a compelling call-to-action to get onboarded to the app.

4 Our Services 💎

Think of this module like a digital brochure rack where clients can explore the different products and services you have to offer them. From your checking account options to rates, this eliminates the need to spend another dollar on a brochure that's guaranteed to be outdated in 3 months (and saves a lot of trees too!).

5 Financial Tips 🎓

Show off your expertise in the industry and make your clients confident in their financial health with relevant and prompt financial advice. This module comes with a full library including security tips, credit score advice, and a whole lot more.

6 Business Spotlight 👥 🤝

Be a local hero and highlight other businesses in your community that align with your mission or values, bank with your institution, or are just local staff favorites you want to give a shout-out too. Be sure to highlight who they are, what they do, your relationship with them, and why they should matter to your clients.

7 Digital Rate Board 💎

Stop writing your daily rates on the whiteboard or sandwich board. And if you've got old-school rate boards, just throw them out. This module displays your rates in an attractive and engaging way—and in real time!

8 Quizzes 👍 💎 🎓

Gamification is key to engagement and this module taps into that by aligning your products and services to a client's quiz results. And these aren't long, time-consuming quizzes but rather a "Buzzfeed-style" quiz with an average of 5 fun-to-answer questions.

9 Spin the Wheel 👍 💎

Speaking of gamification, this module taps (pun intended) into your client's desire to touch the screen to spin the wheel. Once they do so, they will land on a product or service that you offer.

10 Financial Calculator 🎓 ⚙️

From mortgages to automobile purchases to building an investment strategy, there are a ton of different financial pieces a client needs to calculate when it comes to taking on any of these major purchases or life decisions. Make it easy on them with an interactive calculator!
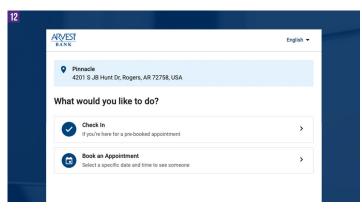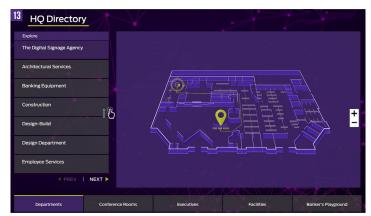
Company Timeline 👍 🤝

Bring your clients into your inner circle and share your company history. This module features relevant historical dates from your institution as you have grown both network-wise and asset-wise.

Appointment Booking ⚙

This module gives your clients the ability to book an appointment with a banker with just a few taps of their finger.

Wayfinding ⚙

For those extra-large branches or flagship locations found inside a large corporate facility, this module can be incredibly helpful for first-time branch visitors.

Kids Zone 👍 🎓 👫 🤝

The youth of today are your clients of tomorrow, so why not start communicating with them now? Prepare them for financial success and guide them along their financial journey with this module packed full of financially focused games guaranteed to keep kids entertained and educated.

ATM & Branch Locator ⚙

It's all in the name here. This module makes it easy for clients to locate other branches or nearby ATMs for when they are on the go next.

DYNAMIC APPS & MODULES

1 Lines of Business ◇

Meant to highlight the different products and services your client has to choose from, this module displays customized, highly engaging content for in-branch visitors.

2 Promotions ◇

This module takes any special, campaign, or ad that you are currently running and highlights it in video, animated, or brochure-style content to encourage clients to ask staff about what you have to offer them.

3 Dynamic Rates ◇

From mortgage rates to auto rates, this module replaces those super old-school traditional rate boards with something more modern, and more importantly, something accurate and in real-time.
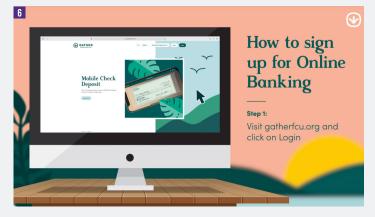
4 Success Stories 🤝👥

This module highlights testimonials of current clients emphasizing the positive impact your institution has had on their financial journey and the products and services that have helped them along the way.

5 Financial Tips 🎓

Make your clients feel confident in their decision to bank with you and help them along their financial journey with this module packed full of stats, tips, and guiding advice, including security tips, credit score advice, and more.

6 Onboarding Tutorials 👍

This module features videos showcasing the ease and convenience of signing up for and using your online and mobile products. And they can even include things like QR codes for clients to scan and easily locate the app on their own device's app store.

7

QUEENSBOROUGH
NATIONAL BANK & TRUST COMPANY

8

Centris **Centris Federal Credit Union**

You can check your balance on our Centris ATMs, transfer funds, get cash, and make a deposit. Plus, to bring you as much accessibility, we also offer more than 80,000 surcharge-free ATMs through the Allpoint and CO-OP Networks.

You can find these ATMs in places like Walgreens, Target, and CVS. Find one near you at Centrisfcu.org/locations.

OUR NEW AND IMPROVED ATMs WITH
ENHANCED SECURITY FEATURES
ARE AVAILABLE AT ALL OF OUR BRANCHES.

9

Did You Know?

The Reuben sandwich was invented in Omaha – we don't care what New Yorkers say! During a late-night poker game at the Blackstone Hotel, a local grocer was asked to "ante-up" and create a new dish. The available ingredients resulted in an American menu staple.

Centris

10

PATRIOT FCU IN THE COMMUNITY

Tour de Frederick

In August, riders took to the streets virtually and in-person to support the Boys & Girls Club of Frederick County.

Patriot was honored to be included as a Kids Champion.

#whateverittakes

11

Our Values

LISTEN | GET BETTER | DO WHAT'S RIGHT

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7 **Logo Animations** 👍

Ensure brand consistency across your entire branch network, create a more retail environment, and increase brand loyalty with this module that displays animated versions of your logo and other branding elements.

8 **Social Feeds** 🤝 ⚙️

Your marketing team spends time on the social media strategy, and your clients like to engage with you on these mediums. This module brings your social media into your branch by featuring a feed of your top posts on your displays.

9 **Did You Know...** 👥 🎓

Show off your knowledge of your community and your client's financial needs with a gamified approach to feeding fun facts to branch visitors.

10 **Get Involved** 🤝 👥

From local sports events to sponsorships and charitable events, this module highlights everything happening around the neighborhood to show that your institution is involved in the community—and it encourages your clients to be too!

11 **Core Values Animations** 👍

What makes your bank or credit union unique? What do you stand for: your mission, your purpose, your values? Let your clients know with this module that animates your core values in a fun and digestible way.

12

Arvest Welcomes
JANET MITCHELL
as our new Manager

Contact Janet today!
(123) 456-7890
NMLS#10000

Member FDIC
Equal Housing Lender

13

Atlas Insurance

Contact Darnell Aquino, Atlas Insurance Agent, at our Kukui Grove West Office for your auto and homeowner's insurance needs.

Ask us for more information or call (808) 246-1235

14

Help us reach our goal of 50,000 meals by donating any non-perishable, kid-friendly food items!

DONATION DRIVE
Current: 100

HALF
LOW
FULL

15

EVERGREEN BANK GROUP

COFFEE HOUSE
Come in and grab a cup of coffee, get your shoes shined, and catch up on community events in Hinsdale.

16

COLORAMO
FEDERAL CREDIT UNION

Friday
September 25, 2020

Antetokounmpo scored 41 points to lift Bucks past Hornets 93-85 in sixth straight win

SUNNY   NEWS IN PICTURES   64° / 34°

12 Meet the Team 🤝

Start the relationship building process between your people and your clients before they even meet face to face with this module. With staff highlights, executive spotlights, and subject matter expert features, your clients will walk away feeling more versed with your team—and more confident in them too!

13 Business Spotlight 🤝 👥

Highlight small business partners and help drive business to them through in-branch advertising with this module. This also helps demonstrate your value to business partners which in turn will generate more partners!

14 Give-O-Meters 👥

Giving back to your community is a critical part of being a financial institution. Not only should you highlight the charitable work you're doing, but you can also encourage others to get involved with this module that makes it fun and easy with donation counters or time countdowns.

15 Virtual Tours 🎓

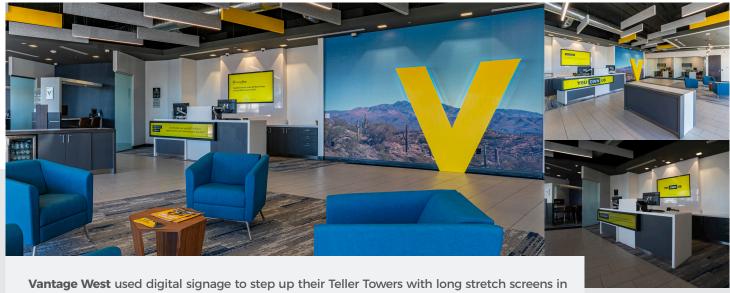Rolling out a new branch nearby and want to show it off? This module displays 3D rendering videos previewing the new branch layout and design from the client's perspective.

16 Community Board 👥
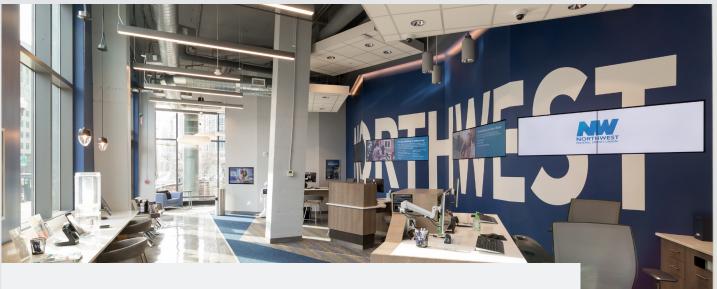
A hyper localized, multi-region module dedicated to community content, including community event highlights, company and community announcements, important news features, social media and screen feeds, and even a business spotlight!

A LOOK INSIDE THE BRANCH
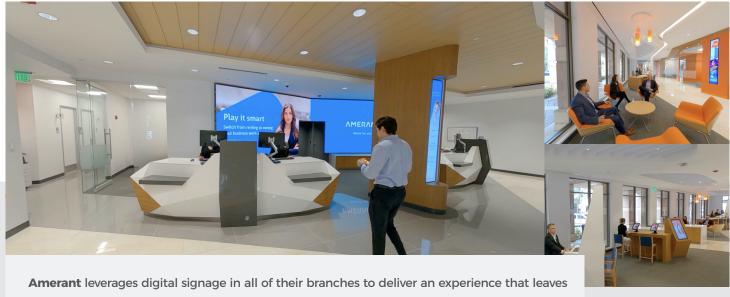
Whew, that's a lot of products and services and you may be wondering how they all come together. Below you will find several examples of banks and credit unions with a killer digital signage program.
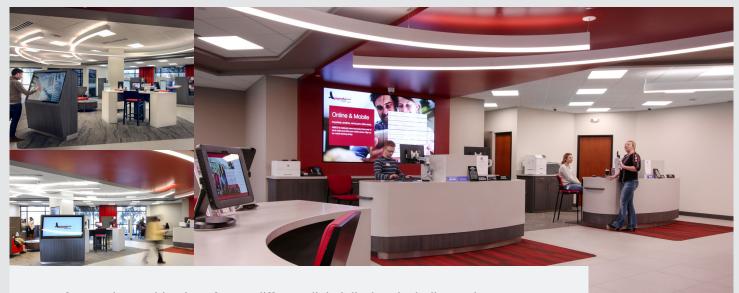
Vantage West used digital signage to step up their Teller Towers with long stretch screens in the front and a dynamic display centrally located behind where the associates stand.

Northwest used a collection of screens spanning across their back wall to create a 'WOW' experience by using the displays to both make up their name and run dynamic content when appropriate.

Amerant leverages digital signage in all of their branches to deliver an experience that leaves client's jaws on the floor. The content on each screen enhances the branch design.

Together used a combination of many different digital displays, including a Discovery Bar with tablet, a WOW wall behind their Teller Towers, and even a large interactive display centrally located for maximum usage.

DIGITAL SIGNAGE PRODUCTS & SERVICES

EMPLOYEE-FACING CONTENT

STRATEGIC SCREEN PLACEMENT

Just like branches, the best digital signage program has a strategy behind the screen placement. Our agency uses the following categories:

INVOLVE: These displays are found in breakrooms and meeting rooms and serve the purpose of keeping your staff feeling engaged and up to date with the business.

MOTIVATE: These displays are located by workstations and serve the purpose of keeping staff energy high and promoting a healthy work environment.

INFORM: These displays are found in high-traffic areas and share important information like business updates and highlights to ensure everyone is on the same page.

CONTENT STRATEGY

Placing digital signage in your branches and headquarters specifically for corporate communications is a move for the big dogs: the innovative companies who have a goal to transform and know the power of the screen.

Everyone knows the value of modern client communications. Only the most innovative banks and credit unions know the value of digitizing your staff-facing content. We're proud to be their partners in creating this content.

And it all starts with our strategic pillars aligned to key engagement strategies. Every app and every module we create all align back to these:

- **COMPANY CONNECTIONS** – Build relationships between your employees by highlighting different staff members, departments, and even the executive team.

- **WALL OF FAME** – Celebrate the great things your staff does, their birthdays and anniversaries, and company accomplishments.

- **EXPERIENCE** – Create a modern work environment where staff feel engaged, involved, and communicated to on a regular basis.

- **CULTURE CODE** – Set the standards for what you expect from your team members and what they can expect from you by highlighting your values, mission, and what makes your culture so great.

- **ANNOUNCEMENTS** – Share important information with staff in real time so nobody ever feels left out of the loops and your machine stays well-oiled and running smoothly.

- **CONVENIENCE** – Make boring stuff like scheduling a conference room or finding the nearest bathroom easy with strategic placement and clear, concise content.

KEEP YOUR EYES PEELED FOR THESE ICONS

| Company Connections | Wall of Fame | Experience | Culture Code | Announcements | Convenience |
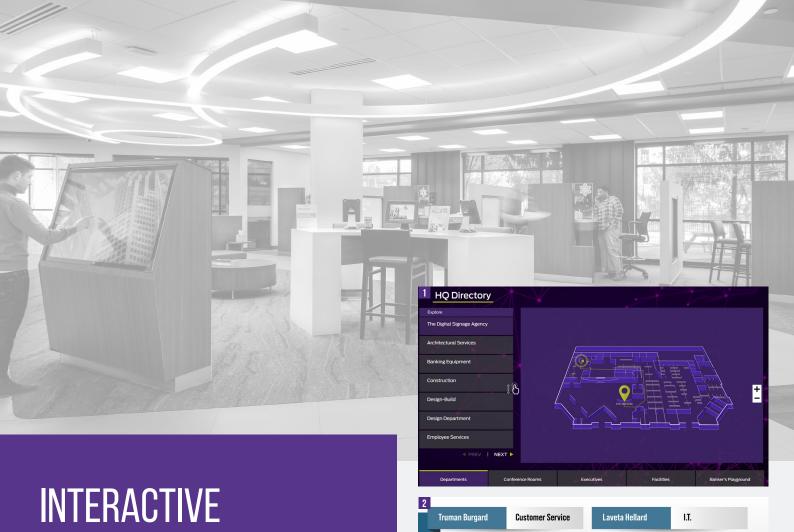
INTERACTIVE APPS & MODULES

1 **Wayfinding**

Got a huge campus? This module offers an interactive map of your office (and even your branch network should you choose) where staff can easily find the conference room for a meeting or an executive's office for the first time. This is also great for visitors!
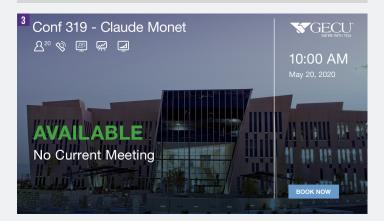
2 **Directory**

Your institution is growing, and it can be hard for every team member to remember the names and roles of all their coworkers. This module takes the old school intranet-hosted directory and creates a searchable, interactive display.

3 **Meeting Room Bookings**

This module lets your staff book a meeting room with the tap of a button, as well as quickly check the availability of conference rooms when in need of a group space.

1 Department Announcements

Human Resources is pleased to announce a company-wide policy change concerning employee benefits. The new policy will allow employees to lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

We have introduced this new policy based on the feedback from employees. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

TO LEARN MORE PLEASE VISIT THE EMPLOYEE PORTAL.

2 DECEMBER BIRTHDAYS
DANIEL MAXWELL — 5TH

3 Congrats!
MELISSA SMART
8 YEARS
AT CENTRIS FCU

4 Welcome to the TEAM

Jessica
BRANCH TELLER

Todd
LOAN SPECIALIST

Stephanie
MORTGAGE CLOSER

Andrew
SERVICE ACCOUNT MANAGER

5 POLICY UPDATE

Human Resources is pleased to announce a company-wide policy change concerning employee benefits. This new policy will be available for employees to view next week.

We have introduced this policy update based on the feedback from employees, and will be in effect by the 1st of October.

6 Your dedication and hard work are an inspiration to us all. We're so happy to call you not only our co-worker but also our friend.

Congratulations!

CRUZ GOMEZ - 9 YEARS

DIGITAL SIGNAGE APPS & MODULES

1 Department Announcements ⭐ 📢

Do you have department-specific content you want to display on different screens in your branch based on their location? Did a department absolutely crush their goals this quarter? Congratulate them! This module makes that easy with hyper-specific content.

2 Employee Birthdays ⭐

Whether they're turning 18 or 80, celebrate your staff on their birthdays and make others aware so they can celebrate their coworkers too.

3 Employee Milestones ⭐

Honor your loyal employees by featuring them on their work anniversary dates with this module. You can even feature their personal anniversaries if you're feeling extra lovey-dovey.

4 New Team Member Features ⭐ 📢
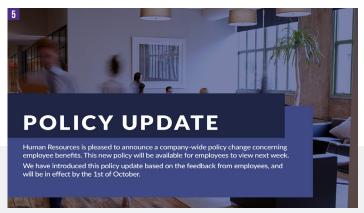
Welcome new team members and introduce them with creative and personalized features using this module.

5 Policy Updates 📢

Nothing fancy here. Keep your staff up to date on important information and policy updates with this module.

6 Employee of the Month ⭐

Ditch the framed polaroid and bring your employee of the month program digital with this module. Include a picture and bio or go all the way and create a video interview—your options are limitless.

Allison

Allison has gone above and beyond to create some outstanding materials for our team. We had a tight deadline for an upcoming presentation and didn't give her much notice. In addition to her everyday duties, she created an awesome presentation that we were able to share immediately.

Thank you for all of your hard work, Allison! You rock!

KEMBA Shout Outs

Did you know?

Our credit union started back in 1954 when ten hard-working pineapple farmers pulled together their monies of $595.

They believed that together, they could provide a better life for their families, for their community, and for Kaua'i.

Federally Insured by NCUA

GUESS WHO?

CENSO

Did You Know?

The Reuben sandwich was invented in Omaha – we don't care what New Yorkers say! During a late-night poker game at the Blackstone Hotel, a local grocer was asked to "ante-up" and create a new dish. The available ingredients resulted in an American menu staple.

Centris FEDERAL CREDIT UNION

COUNTDOWN TIMER

01
Days

06
Hours

35
Minutes

Top Salesperson (quarter)

1st Place
Jeremy Hillis
Hospitality Team
$525,486

2nd Place
Karen Silesren
$325,486

3rd Place
Alexandria Reece
$125,486

Additional Rankings

4th
Amy Johnson
$99,411

5th
Joe Peterson
$99,411

6th
Amy Johnson
$99,411

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7 Motivational Quotes 👍 ✋

This module shares a rotation of inspirational quotes of your choice to keep your staff motivated during their workday. It also helps establish a sense of culture for what you believe in as an institution.

8 Did You Know... 👍 ✋

How well does your staff know the banking industry? This module runs a trivia game with top facts from the industry alongside things that you want to be featured for staff to learn about.

9 Guess Who... 👍 ✋

Make getting to know coworkers fun with this module that gamifies the traditional directory and highlights different employees with fun facts about them.

10 Company Fun Facts ✋

How well does your staff know your company and what it stands for? Put your staff to the test (and educate them along the way) with this module packed full of fun facts all about your institution.
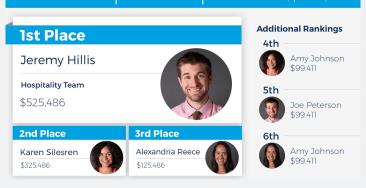
11 Countdowns & Meters 👍

Running a charity fundraiser and want to track how much you've raised? Want to create a sense of urgency among your staff for an upcoming event? This module is for you.
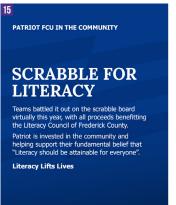
12 Sales Leaderboard 👍

This module sparks some competition between your call center and sales staff with a real-time leaderboard, highlights of their performance, and more.

13

Welcome Today's Visitors

Representative Name
Title

GAHANNA BRANCH

14

FULL TIME
TELLER POSITIONS

Health Benefits — Retirement Plan — Paid Time Off

Ask for details or visit arvest.com/careers

Member FDIC
EEO/AA Employer/Veteran/Disabled

15

PATRIOT FCU IN THE COMMUNITY

SCRABBLE FOR LITERACY

Teams battled it out on the scrabble board virtually this year, with all proceeds benefitting the Literacy Council of Frederick County.

Patriot is invested in the community and helping support their fundamental belief that "Literacy should be attainable for everyone".

Literacy Lifts Lives

16

Centris Federal Credit Union

You can check your balance on our Centris ATMs, transfer funds, get cash, and make a deposit. Plus, to bring you as much accessibility, we also offer more than 80,000 surcharge-free ATMs through the Allpoint and CO-OP Networks.

You can find these ATMs in places like Walgreens, Target, and CVS. Find one near you at Centrisfcu.org/locations.

17

CHARITY DRIVE

%

70

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13 Today's Visitors

Want to help make your staff feel safe and your visitors feel welcome? This module features your visitors and shares a little about what to expect while the visitors are on campus.

14 Job Postings

This module will display any open roles you have in the company to not only increase your employee referrals, but also to encourage those in your institution to apply for promotions or internal growth.
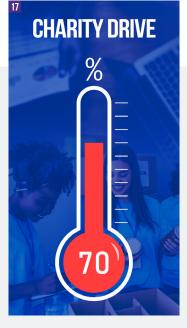
15 Get Involved

Hosting company events like Town Halls or team building events? Use this module to highlight these and how your team can become a part of them with engaging videos and animated displays.
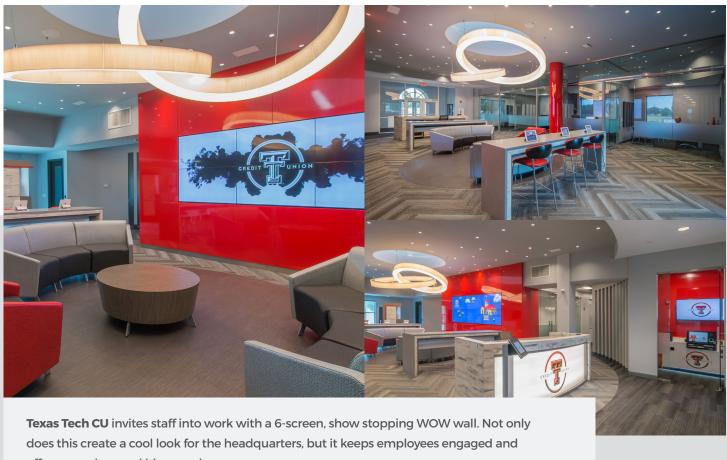
16 Social Media Feeds

Encourage your staff to follow your social media accounts and engage with your content with this module that displays your social media feeds on your displays.

17 Give-O-Meters

Charity is key to differentiating yourself as a financial institution, and your people are who drive these initiatives. Get them motivated and feeling competitive with this module that makes it fun and easy with donation counters or time countdowns.

A LOOK INSIDE THE HEADQUARTERS

This can seem like a lot, but with the right combination of modules, you'll end up with a perfectly balanced corporate communications strategy, just like the examples below.

Texas Tech CU invites staff into work with a 6-screen, show stopping WOW wall. Not only does this create a cool look for the headquarters, but it keeps employees engaged and offers a modern and hip experience.

MARKETING STRATEGY & RESOURCES

MARKETING STRATEGY & RESOURCES

But WAIT! We don't stop at digital signage...while signage is where we started our journey, we know that a successful marketing strategy goes far beyond this. That's why we offer comprehensive creative agency solutions, like:

CONTENT STRATEGY

- **Content Calendars** – Need help creating a content strategy? Let us create a quarterly content calendar for you based off your goals, the lifecycles of your current and ideal clients, and a whole bunch of other custom variables.

- **Custom Content Creation** – Short on creative staff and need some support? Whether that be graphic design, development, and content writing—we've got experts ready to lend an extra set of hands to our projects. And we don't just push out templates... everything we make is customized for you and your brand!

LEAD GENERATION TOOLS

- **Financial HealthCheck** - An online application that helps clients self-assess key financial indicators in just 90 seconds, generating an instant report of how they're doing financially and where they stand against their peers. With every submission, you'll learn more about your client's unique financial needs and everything else you need to help guide relevant advisory conversations.

- **Onboarding Checklist** – When a new client opens a new account with your bank or credit union, share this checklist with them to both assess their current and future needs as well as help ensure they get the most value possible out of your institution.

BRAND DEVELOPMENT

- **Branding & Re-branding** – Need a new look? You're not alone. We find that a lot of our clients are bored of their colors or think their logo needs a refresh. If this is the case, we've got you covered. And if you just merged with or acquired a new institution and need to rebrand, we can help with that too!

PROFESSIONAL SERVICES

- **Training & Support** – Marketing and selling does not come naturally to everyone. Help your team feel confident in their actions and interactions with training.

- **Digital Signage Quick Start** – A coaching program built to leave your staff more than comfortable with using your digital signage tools, like interactive kiosks and tablets, to advise clients on products, services, and other offerings.

- **Sales & Marketing Campaign Alignment** – Show your sales staff how you expect them to speak to your marketing campaigns, how to use the resources, and what to do when a client converts.

DO ANY OF THESE LINE
UP WITH YOUR INITIATIVES?
IF SO, LET'S TALK.

- Whether you're trying to increase advisory interactions, localize messaging, or just provide a more modern in-branch experience, it is time to flip the switch with engaging digital signage programs that cut through the clutter, delivered by DBSI's comprehensive Digital Signage Agency.

- Let's transform your communications. Visit **DBSI.com**, or call **1-855-ASK-DBSI**

- Want to put your vendor up against our Digital Signage Agency? Scan the QR code to see who'd win in a fight.