

DIGITAL SIGNAGE: IT'S TIME TO JUMP IN!

We've just passed the mid-year mark...Have you taken the plunge into digital signage and other interactive technologies?



CANNON BALL!

Your competitors are on board—in a big way.

Late last year, key stakeholders at 200 U.S. financial institutions were surveyed by DBSI about their interest in, and use of, digital signage. Here's a recap of the info we netted:

TESTING THE WATERS

77% have digital signage in at least one branch



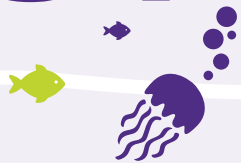
RIDING THE WAVE

45% intended to increase their 2015 spend for digital signage (have you?)



THE DEEP END

54% use a mix of screens, tablets and interactive kiosks



DIVING IN

31% have digital signage in ALL of their branches



The increased use of interactive screens, tablet technology and video product/service advice also accounts for three of the nine most important in-branch technologies Accenture found to be important among consumers today.



Still afraid to stick your toe into the engaging world digital of signage? Please [download our report](#), then speak to a DBSI representative to learn more.

This infographic is brought to you by:



Accenture Banking Blog, May 20, 2015. "Bleeding-Edge, not Bleeding: The Role of Technology in Branch Reinvention."