



Build Trust and Boost Sales with Digital Signage for Banks and Insurance Companies

Banks, insurance companies, and other financial institutions are using Raydiant digital signage to **increase revenue** by boosting the visibility of their products and services. Raydiant also helps banks and finance companies build trust in their brand by providing customers with the latest, most updated industry information. Our digital signage system also helps these institutions turn complicated information into bite-sized, easy-to-understand snippets for their customers. Here's how Raydiant can help:



How Can Raydiant Build Trust and Boost Sales?

BEFORE RAYDIANT
Complicated information frustrates customers



AFTER RAYDIANT
Digital signs offer easy-to-understand snippets



Simplify complicated financial and industry information by creating and displaying graphs and short educational videos on your in-store digital displays. Explain the benefits of bank and financial services and products in an "at-a-glance" format, offer how-to videos that break down complicated processes, and highlight financial data using simple yet dynamic graphics. Raydiant digital signage interface provides thousands of HD and 4K video and digital poster templates so that you can create designer-level content in minutes.

BEFORE RAYDIANT

Static signs that are hard to update



AFTER RAYDIANT

Display real-time information with Raydiant



Things change rapidly in the financial industry, and paper signs just can't keep up. Raydiant digital signage lets you easily update and display real-time information like interest rates, stock prices, market updates, live news feeds, and other industry and account data. This leads your customers to view your brand as an authority in your field, and a trustworthy source of information. Brand trust leads to brand loyalty, a hard-won asset in the finance industry.

BEFORE RAYDIANT

Outdated technology makes you look outdated



AFTER RAYDIANT

Digital signs tell customers you're up to date

	Malaysia	4.43	4.74
	Malaysian Ringgit	7.48	8.75
	EUR	37.25	39.44
	Australian Dollar	24.13	26.42
	Pound sterling	52.84	55.76
	Korea	25.50	42.60
	대한민국 원 (:1000)	22.76	24.41

Don't get caught with torn, faded paper signs. Vibrant digital displays in your banks and offices tell customers that you are keeping up with modern technology. One study reported that **77% of those surveyed** said they viewed banks with digital signage as more innovative. Customers want to know their money is in good hands—and those that are up to date with the rest of the world. Raydiant's digital signage system uses the latest, cloud-based technology and a large app library to create, schedule, and display information using any internet-connected device.

BEFORE RAYDIANT

Slow lines, unhappy customers



AFTER RAYDIANT

Digital signs engage customers as they wait



Nobody likes to wait in line. But digital signage is proven to **decrease the perception of wait time up to 35%**. Engaging digital signage entertains customers with interactive content as they wait. Raydiant digital signage can be used to make and display promotional content like digital posters and branded videos that introduce new and seasonal products and services. Gorgeous, high-res images and videos will draw your customers' attention away from the wait and onto what you have to offer.

BEFORE RAYDIANT

Confusing or no wayfinding signs



AFTER RAYDIANT

Digital wayfinding improves the customer experience



Raydiant improves the customer experience with digital directories and wayfinding signs that help customers find what they need and where they're going. Our intuitive user interface and large bank of easy-to-use apps offers thousands of templates for creating signs that instruct and inform. Use digital signs to welcome customers at the door, act as information booths and directories, and offer visual guideposts to simplify the customer journey.

BEFORE RAYDIANT
Inconsistent messaging across
multiple locations



AFTER RAYDIANT
A united brand message that builds
customer confidence



In the financial industry especially, customers are looking for stability. Help them place their confidence in you by providing a united brand message across locations. Research shows that digital signage **boosts brand awareness an average of 47%**. Raydiant lets you create and display branded content across multiple locations without having to be there in person. Simply access Raydiant's cloud-based user interface from any internet-connected device to make, schedule, and update content for one or more displays, and in one or more locations.

Let Raydiant help you build brand authority and trust while increasing your revenue. Raydiant digital signage includes plug-and-play hardware that installs in seconds, a cloud-based system easily accessed via internet, and an intuitive user interface with thousands of HD and 4K templates.