

# Bank Zachodni WBK S.A.

## BZ WBK Deploys Digital Signage to Provide a Better Customer Experience

### **THE CHALLENGE**

Bank Zachodni WBK S.A. (BZ WBK) was formed as a result of a merger between Bank Zachodni WBK S.A. and Wielkopolski Bank Kredytowy SA in 2001. The bank is one of the five largest in Poland with funds in excess of PLN 2 billion and assets totaling PLN 25 billion. With over 420 branches located in major business centers across the country, BZ WBK provides financial services and products to the Polish retail and business marketplace.

To ensure its leadership position in the banking industry, BZ WBK needed to enhance its brand and present a modern image to its customers. The proposed solution was a Corporate TV network located in bank centers throughout the country and managed from a central location. BZ WBK's Corporate TV provides dynamic messaging to customers about products and services available in the bank. Deployment was synchronized with corporate re-branding of the bank branches throughout the network.



### **THE SOLUTION**

BZ WBK started to investigate modern communication solutions in 2006, searching for a stable software platform with a global footprint. During the long process of verification, Scala InfoChannel® proved to be the most suitable solution among a number of other international and local digital signage applications.

With the help of DDS Poland, a Scala Certified Partner located in Gdansk, Poland, BZ WBK deployed a stable, reliable, centrally managed Corporate TV network able to control a large number of screens throughout its banking enterprise. From the beginning BZ WBK planned to implement its Corporate TV network in all of its bank centers. Each bank center has two screens; one displaying information about products and services and dynamic stock exchange data on the other.

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BZ WBK's Corporate TV is centrally managed by bank employees who develop branded content and distribute it over the Corporate TV network using an ADSL infrastructure. Deployment for 420 bank centers, including over 1000 screens, is scheduled to be finished by the end of 2008.

## THE BENEFIT

BZ WBK customers accept the Corporate TV network enthusiastically and consider it to be an innovative solution. The Marketing Department of the bank appreciates this new communications medium, which allows the quick creation and update of messages, without the expense of printing and logistics. Because the messaging is dynamic, bank personnel are free to provide better service to its customers.

"It is rewarding to know that BZ WBK has embraced digital signage to attain their goals of corporate re-branding and to create a better customer experience," says Oscar Elizaga, VP EMEA for Scala. "We welcome BZ WBK to the ever growing list of leading banks around the world that have chosen Scala as its solution to provide better service to their customers and optimize their business processes."

