

# Swedbank

## Swedbank Improves Customer Experience and Focuses on Industry Leadership with Scala Digital Signage Deployment throughout Lithuania

### The Challenge

In mid 2006 Audiotonas, a Scala Certified Partner, was contacted by Hansabank, later to be called Swedbank. Swedbank's vision is to be the leading financial institution in their marketplace. With more than 22,000 employees, Swedbank services over 9 million private customers and 500,000 corporate customers in Sweden, Estonia, Latvia and Lithuania. The bank's future growth lies in Russia and Ukraine.

Swedbank needed a state-of-the-art audio/visual network to communicate and entertain customers in all of their bank branches across Lithuania. The system of choice needed to have advanced functionality for broadcasting videos with background music and be managed from a central location.

The bank knew precisely what they required; they tested a previous system that did not meet their requirements. The system did not have the necessary functionality to efficiently operate the network. The system used local PCs and screens requiring someone to go to every bank branch to add new content to the network. The system could not be managed from a central location.

### The Solution

Audiotonas recommended Swedbank to investigate Scala, the most advanced system in the World for such an application. Audiotonas started to provide demonstrations of Scala at the beginning of 2007.

After demos and negotiations Audiotonas and Swedbank signed the contract to deploy a digital signage network in 140 bank branches across Lithuania. The deployment process started in 2008 and the plan is to finish in 2009. The contract has a value of 1.8 million LTL (about 0.52 million EUR). Bigger branches are equipped with an audio system and a 40-inch LCD screen; smaller branches are equipped with only an audio system. The audio systems are mainly used for background music and audio advertisements and the LCD screens for video content. To date, there are Scala players installed in 130 branches, with 10 remaining branches to be installed within 3 months.

"These 140 banks needed a centrally managed system with advanced functionality. As we see it, Scala had the software to meet the specified requirements. Now they can communicate efficiently and easily with their customers in all 140 branches", says Darius



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Viskaitis, Project Manager for Audiotonas.

In September 2008 Audiotonas and Swedbank also signed a contract for content management. Audiotonas is now managing all the advertising content in Swedbank throughout Lithuania.

## The Benefit

Swedbank is happy to report that they have not been disappointed. "Everything that was promised was exactly what was delivered. I also want to emphasize the unique possibilities in the Content Manager that helped us operate a much more cost-effective system" says Mr. Kestutis Pavolas in Swedbank.



The ability to entertain and inform customers is a positive result of the Scala network. We have learned that we can use the network to display brand advertising and increase our brand awareness in the marketplace. The network has led to a better customer experience throughout our banking network. We also realize the network will allow us to increase sales of our own banking services. Loyal and satisfied customers translate to leadership in the Lithuania banking industry and Swedbank is focused on industry leadership.

