

Raiffeisen (CH)

The Raiffeisen Bank Switzerland has been implementing digital signage solutions in its branches since 2013. The use of displays directly at the POS offers customers 24-hour access to relevant information in both exterior and interior areas.

As a recognised partner for digital signage for Raiffeisen Switzerland, Westiform develops customised solutions. Westiform is offering a complete service for all interested branches throughout Switzerland, providing everything from consulting and surveying to installation and ongoing maintenance.

The Westiform solution concentrates on the highly-frequented zones such as display windows and the indoor area of the 24-hour zone. The bank branches can decide to what extent the displays should be used, based on their local situation. The integration in the individual design of each branch can be carried out seamlessly.

The digital signage solution from Westiform is an optimum marketing tool for the POS. Combining national and local content creates appeal for a specific target group.

The local content, which the branches put together independently, contains information about currency rates, employee presentations, events and opening times. The national content features current campaigns, which are defined beforehand by Raiffeisen headquarters.

■ Digital Signage

