

5 Ways Banks Are Using Raydiant

By now, banks have learned just how effective Raydiant is at helping them communicate and build engaging customer experiences. With the industry's most versatile digital signage platform in their hands, banks can inform clients, educate them on products and services, and improve the customer experience.



Here are just a few ways our banking customers are using Raydiant in their companies:

1 Giving a warm welcome
You can use Raydiant to help you create inviting welcome signage, but that's not all. Raydiant goes beyond digital signage to help you provide a more complete customer experience. With support for crystal clear HD audio, you can even use it to provide warm, soothing background music for common areas.

2 Reducing perceived wait times
Long waits are inevitable and nobody enjoys them. However, with the right tools, you can make waits seem shorter. Raydiant's digital signage has been shown to reduce perceived wait times. As a result, your customers will feel happier and more favorable towards your brand.

3 Creating more educated customers
Your branches are an excellent place to educate customers on the products and services you offer. With Raydiant, you can create eye-catching signage quickly and easily. Just use one of over 150,000 drag-and-drop templates to create informative signage that teaches customers about financial products that could benefit them.

4 Building a sense of community
Your bank helps people achieve their dreams every day. Raydiant can help you bring those special moments into your branches on bright, beautiful digital displays. With Presenter, you can create slideshows that celebrate new homeowners or shine a light on your community efforts.

5 Keeping everyone informed
These days, financial developments move at a lightning pace. It's a good thing Raydiant can help you keep up. Raydiant's powerful Multizone app lets you combine elements like a news or stock ticker with slides, videos, and widgets to create dynamic displays. These displays make a wonderful addition to your lobby or teller area, where customers and employees alike can stay informed up to the minute with automatic live updates.