

# How to Create The Best In-Location Experiences for Your Bank

With restrictions starting to be lifted, banks all around the country are preparing to welcome customers back into their locations. As you welcome your customers back into your bank, you'll want to make sure their first experiences in the "new normal" are good ones.



Here's how you can ensure you're providing your customers with the best possible experiences on their return.

**1 Let them know you're open**  
The first step to creating winning customer experiences is getting them in the door. Make sure people know you're open. By using bright, attractive digital signage from Raydiant, you can grab the attention of passers-by and make it clear you're ready to welcome them in. Raydiant displays your graphics in bold, high-contrast HD so people can't miss it--even from across the street.

**2 Keep them safe**  
Even though you're opening your doors again, there will be changes. Make your customers aware of any new safety procedures and policies you may have. With Raydiant, you can choose from over 150,000 beautiful templates to create impactful, high-visibility signage that clearly spells out your bank's rules.

**3 Educate them on financial products**  
Your bank offers products that can help customers save money and grow their wealth. Make sure they know about them. With our Slides application, you can create eye-catching multimedia presentations that educate customers on all you have to offer. Raydiant's digital signage commands a strong recall rate, meaning your customers won't just see the information, they'll learn it.

**4 Provide a sense of community**  
Banks play a vital role in our communities. Your bank helps people buy houses, save for big expenses, and secure the financing they need to open up small businesses. It's okay to be proud of that! With Raydiant, you can create engaging community boards that help demonstrate your place in your community. Show off new homebuyers, or provide a place for members to advertise yard sales or community events to bring your customers closer.

**5 Manage your locations remotely in real-time**  
When it comes to rolling out new promotions or changing rates, updates can take ages with traditional static signage. Thanks to Raydiant, you don't have to wait anymore. Using our cloud-based platform you can log in any time you want from anywhere you are and add, change, or manage signage at all of your locations. Once you make a change, the updates go out instantly so you never need to worry about your promotions and your actual offerings being out of sync again.