

# How to safely reopen your financial institution



## 1. Reorganize your branch to create a social distancing-friendly environment.

Without a doubt, safe social distancing is one of the keys to fighting the spread of COVID-19. As banks are naturally busy places with many people flowing in and out, it's important to arrange your branch in a way that facilitates proper social distancing. Use clear signage to create one-way traffic too and from tellers. Space seating out in waiting areas to keep people separated. Put up physical dividers at the teller counter to create an effective barrier between customers and employees.

## 2. Use signage to make your branch safer.

When you need to get a message across to as many people as possible, nothing beats clear, effective signage. Exterior signage can be used to display required health and safety policies or remind customers to don a facemask before entering. Interior signage can be used to post CDC guidelines and create one-way traffic flows. With Raydiant, you can display all of these messages and more on digital screens. Just log into the remotely-managed online platform and choose from thousands of templates to create and display impactful signage in minutes.

## 3. Rethink the waiting game.

One of the most vulnerable points for any business when it comes to the spread of disease is waiting areas. You can keep your customers and employees safe by creating new waiting solutions. With bright, highly visible queuing signage placed strategically, customers can wait safely anywhere in the branch, rather than in a concentrated area. Large signage placed outside can enable customers to wait for an appointment in their cars or outside.

## 4. Step up your in-location promotions.

In this new economy, it won't be enough to simply reopen. You'll want to find ways to continue to increase revenue. One way to do that is to sell more products to the customers you already have. With waiting a natural and accepted part of the banking experience, you have plenty of opportunities to promote your products and services to customers in your branch. While pamphlets and static signs often go disregarded or unnoticed, digital screens have been proven to be effective at influencing customer behavior. Consider adopting a digital signage network to help you get your customers' attention and invest more money at your branch.

## 5. Make the banking experience better overall.

Ultimately, the more time your customers spend in your branch, the more money they're likely to spend. Create a more welcoming and engaging environment in your bank and people will be more attracted to the idea of coming in. Raydiant is a modern turnkey solution for creating engaging experiences that customers love and want to share. Use templates to create beautiful welcome signage. Create custom displays at refreshment stations or waiting areas with Multizone that combine video, news or stock tickers, weather widgets and more. With full HD audio support, you can even use Raydiant to provide fully-licensed background music for your branch.

Raydiant helps you keep your branches safe and delivers engaging customer experiences you can bank on. **Try Raydiant risk-free or request a demo today.**