



Guide to Transforming Retail Banking Through Smart Digital Signage

How modern banks can elevate customer experience, strengthen employee engagement, and streamline operations at scale.





Table of contents



Executive Summary	01
Digital Signage: A Smart Channel for Banks	02
Finding the Right Digital Signage Solution for Retail Banking	04
What Retail Banks Should Expect from a Digital Signage Platform	06
Case Study: Transforming the Banking Experience with Digital Signage	10
The Business Impact: Real-World Outcomes for Retail Banks	12
The Missed Opportunity in Digital Signage	16

Executive Summary

The Retail Banking Imperative: What's Driving Change?



Retail banking is under intense pressure to evolve. Today's customers expect personalized and real-time interactions across all touchpoints, including the branch. Employees require modern tools that enhance communication, build culture, and support customer service. At the same time, business and IT leaders must navigate tightening margins and rising expectations while ensuring security, compliance, and operational scalability.

This guide explores the significant challenges facing modern retail banks and details how the right solution empowers them to modernize branch experiences, elevate employee engagement, fortify compliance, and drive measurable business outcomes at scale.

The Retail Banking Imperative: What's Driving Change?

Customers who walk into a bank branch carry the expectations shaped by their digital lives: immediate relevance, personalization, and easy access to information. Traditional, static posters cannot meet these demands. Banks are now using digital signage to innovate how they meet customer expectations, transforming branches from simple service centers into dynamic retail destinations. This evolution reflects how modern banks are adapting to deliver more engaging, customer-centric experiences.

The in-branch experience matters more than ever. Industry data shows **68% of consumers say digital signage influences their purchase decisions**. At the same time, about half of customers still visit branches to resolve issues or get help. However, managing this experience is complex, involving thousands of locations, diverse customer segments, localized offerings, and ever-changing compliance regulations—all requiring centralized control with local flexibility.



consumers say digital signage impacts what they buy

Digital Signage

A Smart Channel for Banks

In retail banking, delivering an engaging in-branch experience is crucial.

63% of bankers said their digital signage program is "incredibly effective." Digital signage is now essential for banks seeking to modernize, connect with customers, and streamline communication. It enables dynamic marketing, efficient information sharing, and a better overall banking environment.

Here are the top 5 reasons why retail banks are adopting digital signage solutions:

Enhanced Customer Experience and Engagement

Digital signage captures customer attention, with **"83% ad recall rates"** and **"35% less perceived wait time"** through interactive displays.

01

Improved Communication and Information Delivery

Banks can instantly share accurate, up-to-date rates, fraud alerts, and promotions, building trust and keeping customers informed.

02

Increased Operational Efficiency

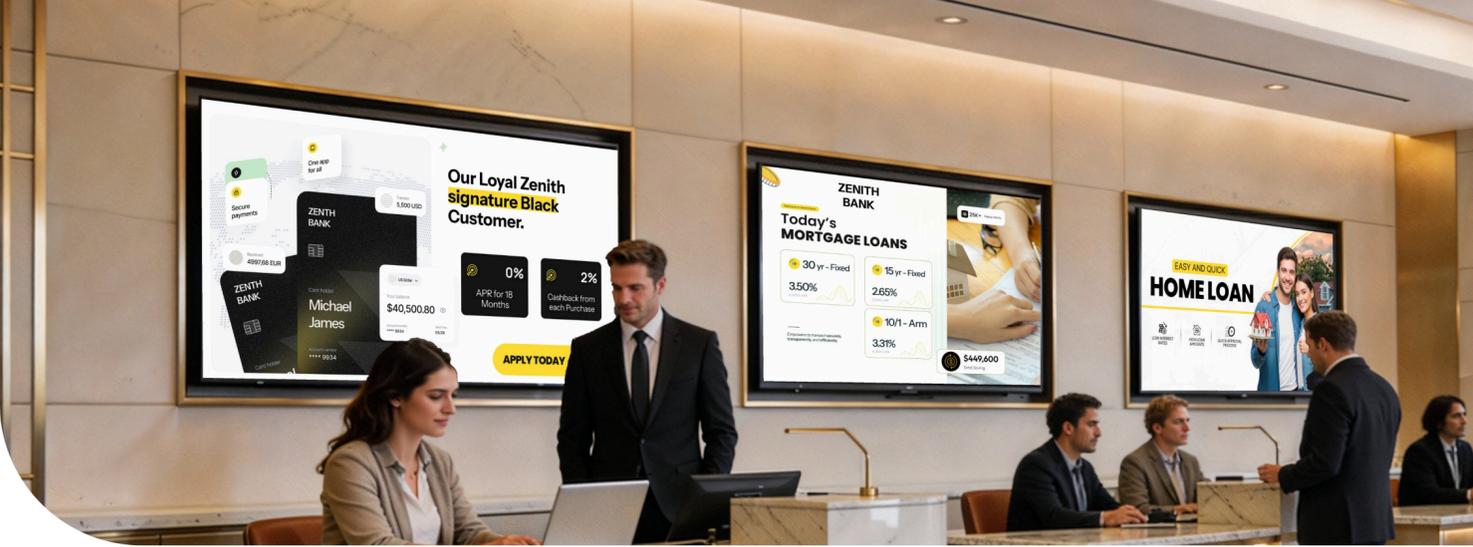
Reliable signage and kiosks reduce maintenance needs and empower customers to self-serve, allowing staff to focus on higher-value tasks.

03

Stronger Branding and Marketing

Dynamic content reinforces brand identity at every touchpoint, supports consistent marketing, and builds customer confidence.

04



Better Employee Communication and Training

Internal screens share key real-time performance dashboards, company updates, and training reminders, keeping employees informed and engaged.

05

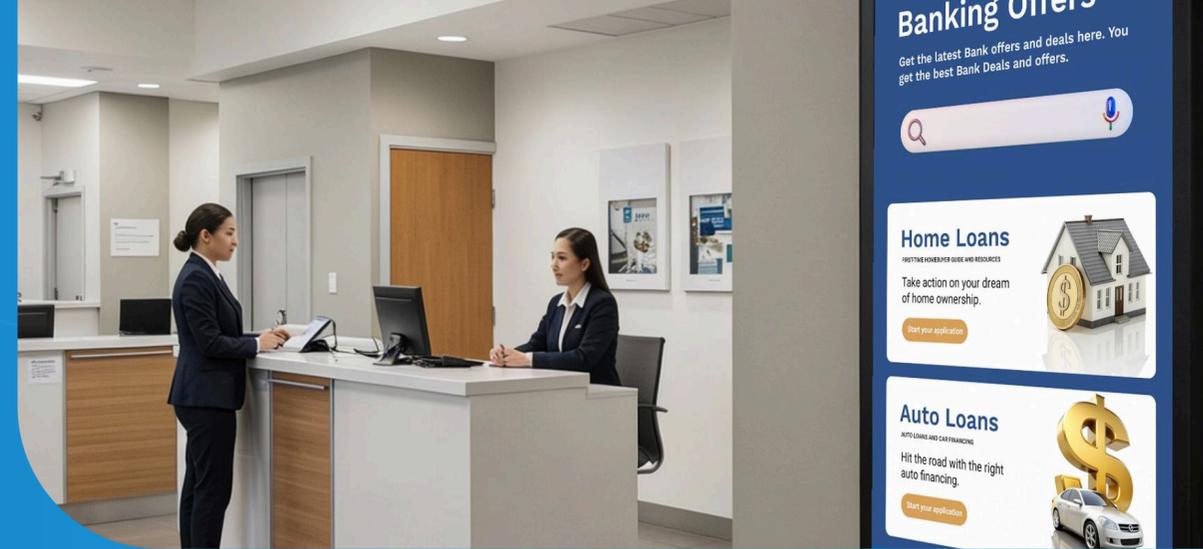
In short, **digital signage is reshaping retail banking** by enhancing customer experience, boosting efficiency, and strengthening brands—making it an essential communication channel for today's banks.



With additional compliance concerns, digital signage has become essential for branding and marketing in our lobbies.

— Heather Miltenberger, SVP, Director of Marketing and Business Services at Pennian Bank. ABA Journal, 2023.

Finding the Right Digital Signage Solution for Retail Banking



Your digital signage solution should address key retail banking challenges with a unified platform designed for large-scale financial institutions. One that is built on an enterprise-grade CMS, with robust data integration, smart automation, and flexible hardware support to scale globally. The right platform also integrates seamlessly with tools like Adobe Experience Manager, Kaltura, and Miller Zell, aligning with the specific operational and compliance needs of retail banking.



Localization and Relevance

Each branch serves a unique market with different customer profiles and product mixes. Delivering tailored content at scale is a significant hurdle.



Brand Consistency vs. Branch Customization

How can banks ensure every branch reflects a unified brand identity while still allowing for localized messages and timely updates?



Dynamic, Data-Driven Content

Interest rates, product details, and compliance requirements change constantly. Static content quickly becomes outdated and risky.



Compliance and Security

Displaying accurate rates and offers is a regulatory necessity. Banks must be able to prove what was displayed, where, and when.



Employee Engagement

Branch staff and back-office employees expect modern internal communication, transparent performance metrics, and real-time updates to stay connected and motivated.



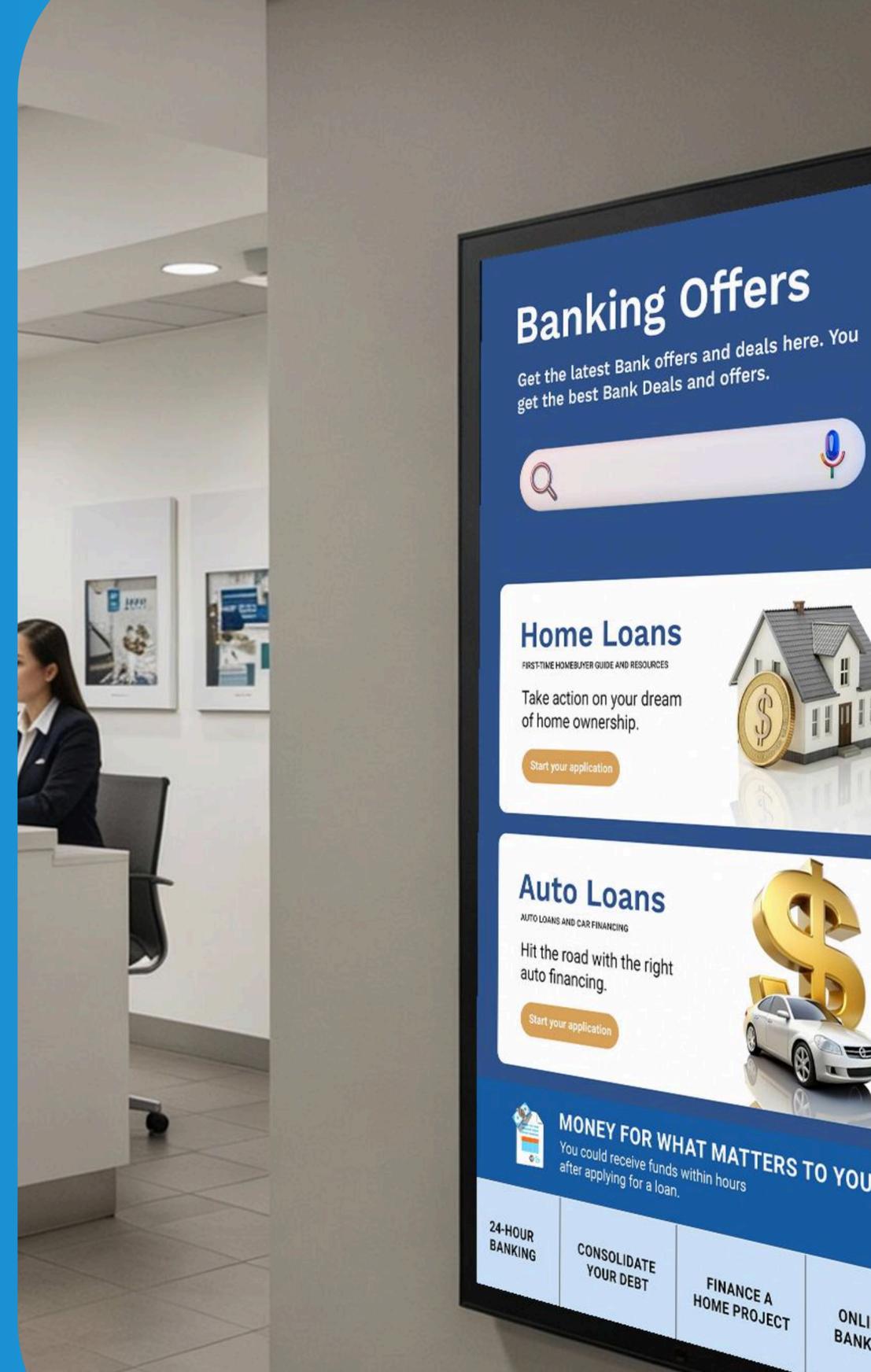
Operational Efficiency and Cost

Manual content creation and updates are time-consuming and expensive, while IT overhead continues to mount.



Technology Fragmentation

Many banks operate with a mix of legacy signage systems, different hardware types, and complex integrations, creating a fragmented and inefficient technology landscape.



What Retail Banks Should Expect from a Digital Signage Platform

Localized, Dynamic, and Automated Content Delivery



No-code CMS

Empowers marketing and operations teams to create, publish, and manage content in real-time across all branches without needing technical expertise.



Template-Based Layouts

Branded templates maintain visual consistency, allowing marketing and communication teams to easily create and customize content.



Metadata-Driven Automation

A smart CMS can automate content delivery using rules and triggers like tags, dates, and times, ensuring the right message plays on the right screen at the right moment.



Real-Time Data Integration

Hundreds of native integrations with financial systems, market data feeds, and more allow for real-time rate updates and dynamic promotional offers.



Branch-Specific Targeting

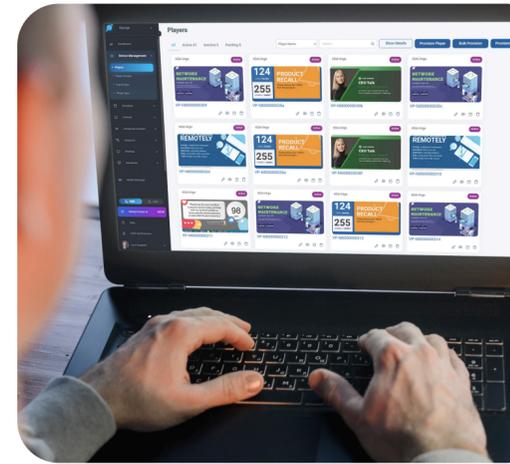
Combine centralized control with local relevance, allowing corporate teams to scale personalized messages across the entire network.

Security, Compliance, and Auditability



Enterprise-Grade Security

Modern digital signage is built for regulated environments. Look for vendors with SOC 2 Type II certification to ensure the highest level of security and compliance.



Proof-of-Play and Playback Logs

Capture screenshots and detailed logs of what was displayed, where, and when. This feature is critical for supporting audit trails and verifying rate accuracy.



High Uptime and Resilience

A platform designed for mission-critical, 24/7 environments, minimizing downtime and content failures.



Centralized Monitoring

Dashboards providing a complete view of device health, content playback status, and screen uptime across the entire network.

Hardware Flexibility and Operational Simplification

Hardware-Agnostic

Support a wide range of media players and System-on-Chip (SoC) displays, allowing you to reuse existing hardware, cut spending, and avoid costly "rip-and-replace" projects.

Reduced IT Overhead

Simplify content workflows, automate publishing, and reduce manual interventions—freeing teams to focus on higher value work while reducing costs.

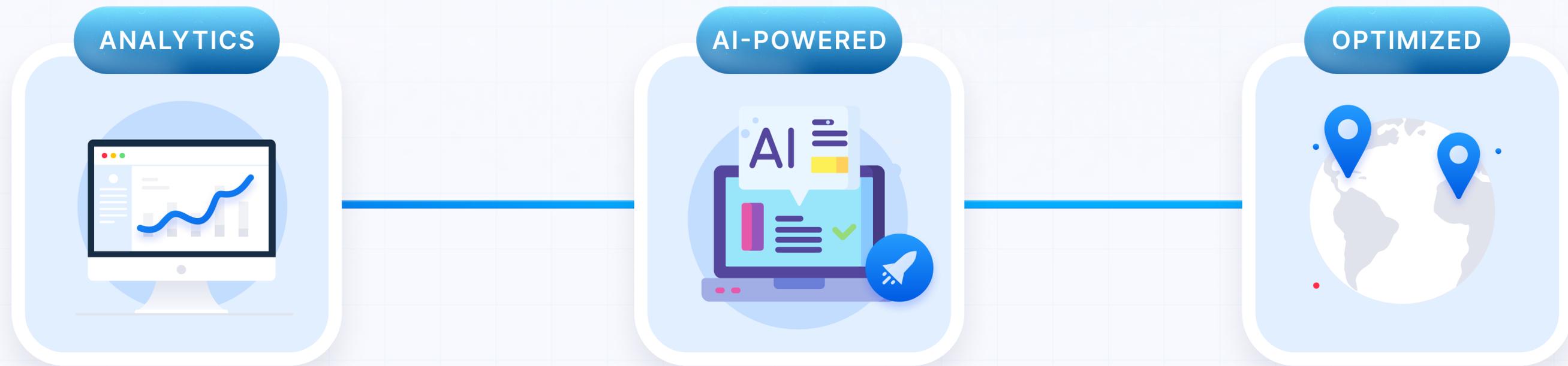
Centralized Orchestration

Manage everything from a few displays to a network of thousands from a single, intuitive dashboard for full control and faster updates.

Cross-Channel Extension

Extend your content beyond in-branch screens to mobile apps, desktops, and kiosks, creating a true omnichannel communication strategy. Reach your customers and teams, anytime and anywhere.

Insights, Intelligence, and Continuous Improvement



ANALYTICS DASHBOARDS

Track proof-of-play, device health, content performance, and engagement metrics to understand what works.

AI-POWERED OPTIMIZATION

Utilize Generative AI for content creation, intelligent playlist automation, and machine learning to refine your content strategy over time.

OPTIMIZED PLACEMENT AND TARGETING

Use analytics to determine the best screen placements, content rotations, and segmentation strategies to deliver the right message, at the right time.

Case Study

Transforming the Banking Experience with Digital Signage

Santander, a global banking leader with over 700 branches, partnered with Korbyt to implement digital signage across eight states. This initiative aimed to unify brand messaging, enhance customer engagement, strengthen brand recognition, and streamline communications.

Key Challenges

- ✓ Ensuring brand consistency across all branches
- ✓ Managing content seamlessly at both corporate and regional levels
- ✓ Balancing corporate messaging with localized content
- ✓ Rapid deployment across a vast network of branches



Real Solutions

The project was successfully deployed in just two months. This collaboration resulted in improved customer and employee communication, significant cost savings, and a **99.9% resolution rate** for network issues within 24 hours.

Korbyt's cloud-based digital signage platform enabled centralized content management and real-time updates

Advanced segmentation tailored content to specific demographics, locations, and behaviors

Integration with existing hardware and IT systems ensured smooth operations and lower costs

AI-powered analytics provided campaign performance insights and streamlined resource utilization



The Business Impact

Real-World Outcomes for Retail Banks



Adopting the right platform translates into tangible business results. At Korbyt, we've helped retail banks translate experience into measurable results, including:



Major U.S. Bank

Top 3 NPS

A major U.S. bank achieved "Top 3 NPS" recognition across seven markets



Global Mega-Bank

77 ACSI

One global mega-bank raised its customer satisfaction to 77 on the ACSI scale (well above the industry average of ~70)



Financial Services Firm

+33 eNPS

A prominent financial services firm increased its eNPS to +33 (compared to the U.S. average of +10)

Business Outcomes and KPIs Digital Signage Drives

Digital engagement within the branch drives measurable value across four primary business impact areas: **Revenue, Risk Mitigation, Cost Reduction, and Customer Experience**. These categories represent the most important quantifiable outcomes.

While **Employee Experience** is not included in the chart, it remains a critical enabler across all impact areas. Empowered and informed employees deliver better service, support digital transformation, and reinforce the brand experience –ultimately amplifying the returns captured in each impact category shown below.

Revenue	Risk Mitigation	Cost Reduction	Customer Experience
Lift in promoted product and service conversion rate	% of compliant screens/content	Reduction in IT support tickets and costs	Increase in campaign recall or awareness
Increase in cross-sell and upsell	Number of compliance incidents	Reduction in agency and vendor spend	Reduction in perceived wait times
Increase in campaign response rate	Time to produce audit-ready proof	Reduction in hardware refresh cycles	Increase in customer satisfaction (CSAT/NPS)
Revenue per branch or per screen	% of network centrally governed	Reduction in content production time	Increase in engagement with in-branch content

Digital signage drives ROI by boosting revenue, cutting costs, reducing risks, and enhancing customer experiences.

Operational Drivers and KPIs That Enable Business Outcomes

This framework outlines the operational drivers and KPIs banks can measure, from platform reliability and operational efficiency to audience engagement and customer experience and shows how these operational signals enable and support measurable business outcomes.

Operations Drivers	What You Can Measure	Measurable KPIs	Business Value
Platform Reliability & Governance	<ul style="list-style-type: none"> • Device Health • Playback Validation • Audit Logs 	<ul style="list-style-type: none"> • Screen uptime (%) • Proof-of-play accuracy (%) • IT support tickets per screen / per month (#) • Audit readiness time (min) 	Ensures operational reliability, audit readiness, compliance, and consistent execution across branches



Operations Drivers	What You Can Measure	Measurable KPIs	Business Value
Operational Efficiency	<ul style="list-style-type: none"> • Content Updates Workflows • Operational effort 	<ul style="list-style-type: none"> • Content deployment time (min) • IT/Maintenance hours saved (min and \$) • Content consistency (%) 	Reduces operational overhead and accelerates content deployment at scale
Audience Attention & Engagement	<ul style="list-style-type: none"> • Visibility Dwell • Interactions (privacy-safe) 	<ul style="list-style-type: none"> • Impressions per screen (#) • Dwell time (min) • Engagement rate e.g. QR scans, taps (%) 	Confirms content visibility and relevance to in-branch audiences, enabling revenue correlation
Customer Experience Insights	<ul style="list-style-type: none"> • Customer satisfaction and perception indicators 	<ul style="list-style-type: none"> • NPS / CSAT change (%) • Perceived wait time reduction (min) 	Links in-branch signage to customer experience improvements and revenue



Modern digital signage enables banks to track a wide range of metrics, from simple to more advanced. With deep integrations across systems such as DAM, POS, CRM, and queuing platforms, banks can customize KPI tracking and evolve measurement over time as business needs change.

The Missed Opportunity in Digital Signage



Why Modern Banks Can't Afford to Stand Still

In today's highly competitive banking landscape, branch networks cannot afford to be static. They must deliver the personalized, timely, and visually engaging experiences that customers and employees have come to expect. This means operating with the speed and intelligence of a digital-native business while upholding the trust and compliance standards of the financial industry.

The **Korbyt CMS platform empowers banks** to meet these demands by bringing together digital signage, employee communications, and data analytics into a single platform, transforming branches into dynamic, brand-driven destinations. **Trusted by six of the top ten U.S. retail banks**, Korbyt delivers an enterprise-grade CMS that integrates content management, localization, automation, data intelligence, and security within a scalable ecosystem.

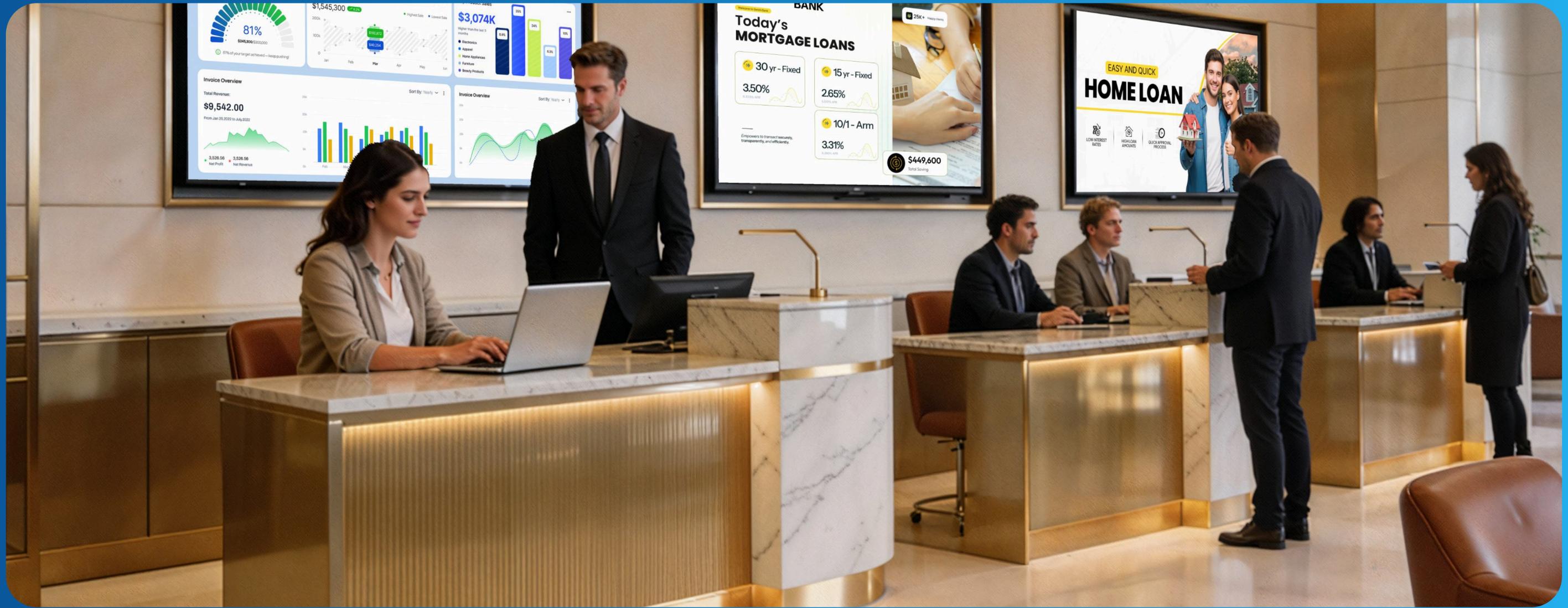
The result is not just better screens—it's a more connected customer journey, a more informed and engaged workforce, lower operational risk, and measurable business growth. As digital transformation accelerates, intelligent signage is no longer a nice-to-have. It's a strategic capability that differentiates modern banks from those stuck in legacy models.

Banking leaders increasingly understand this truth: **next-generation digital signage isn't about managing content—it's about scaling influence**. The institutions that seize this opportunity will be the ones capable of delivering consistent, data-driven messaging across hundreds or even thousands of locations with the speed, precision, and relevance today's market demands.

The real question isn't whether to modernize digital signage—it's how quickly you can act before the opportunity passes you by.

[Bring your branch vision to life. Start a conversation about redefining the in-branch experience.](#)





About Korbyt

Korbyt helps corporate enterprises create impactful workplace and customer experiences across digital channels and physical locations to engage any audience effectively. The Korbyt Anywhere platform empowers organizations with dynamic, data-driven communication through digital signage, desktop, email, mobile devices and space booking solutions, enabling seamless collaboration across all touchpoints. Headquartered in Dallas, TX, Korbyt transforms customer and workplace experiences (WEX) with integrated digital signage, workplace communications and workplace management solutions. For more information, visit [GoKorbyt.com](https://www.korbyt.com).