Retailbanking 2.0

Adding value to customer visits with smartPerform

Project	Key Challenges	smartPerform Solutions	Key Benefits
BW-Bank in Sindelfingen & Ludwigsburg	Engaging customers Information and sales tool in one interface Central maintenance	smartPerform engage!	A new brand experience Getting in touch with your customer All content, layout and design can be maintained centrally

*The **BW-Bank** chose **smartPerform** to put together single applications and media content into one unique brand experience engaging customers of all ages and backgrounds.*

Customers do their banking activities more and more online and via mobile devices. Therefore, branches need to enhance their visitor experience in order to draw more customers to the branch. The BW-Bank has successfully tackled this challenge. It enhanced its branch offices in Sindelfingen and Ludwigsburg with an interactive brand touch-point, offering all online-services in a touch-optimized solution and complementing the human services as part of a modern service experience, you'd rather expect in a premium fashion store.

SOLUTION

The BW-Bank chose smartPerform to put together single applications and media content into one unique brand experience engaging customers of all ages and backgrounds.
smartPerform is the exact fit to the banks software requirements:
As a multi-touch interface, it can be used by several people at the same time. Content can be, if needed, put on a vertical 2x2 screen to present to a larger audience. All content integrated in smartPerform is created by the BW Bank themselves and various installations at different locations can be controlled, configured and updated centrally from the bank's headquarters. No development skills are needed, as all graphics and contents can be easily integrated. All common document-types can be included as well as external applications, such as games. In the context of banks of particular importance, smartPerform fulfills the strictest safety-restrictions of the bank's IT policy.

APPLICATION »

- Retail environments
- Flagship stores

FIND OUT MORE »

smartPerform

At its core, smartPerform is a standard interaction software which allows you to create interactive, multi-touch enabled conferencing & brand experiences. The supreme individual configuration options and comfortable intuitive handling enable you to show, include, run, and control all kinds of content, applications, devices and sources within one unique User Interface.

smartperform engage! puts your values into perspective.

CONTACT

Stefan Schönfeldt | Sales Director
P: +49 (0) 174 3090274
F: +49 (0) 7126 8798299
Email: s.schoenfeldt@smartperform.de
www.smartPerform.de

PARTNERS

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