



customer spotlight

countryside bank

Countryside Bank is a community financial institution located in Countryside, Illinois, a suburb of Chicago about 20 miles East of Michigan Avenue. Founded in 1975, the bank has been a mainstay of the local market and today has 5 locations, \$490 million in deposits and 95 employees.

Over the last year, Countryside made it a priority to update their branch network with technology, and Spectrio was pleased to be a part of that effort. We sat down with Diane Brennwald, SVP Marketing at Countryside, to learn more about their video wall, digital signage, and kiosk projects in this Customer Spotlight.

video walls that make an impact

Diane Brennwald, SVP Marketing, Countryside Bank

Can you tell us a little about yourself and your role with Countryside Bank?

I've worked at Countryside Bank for 32 years and in that time I've been involved in nearly every aspect of the business. We are a locally owned bank and our current CEO is the son of the original founder, so we've developed a very close, family-centric culture. I've loved every minute that I've been on staff.

Today, I find myself running the Marketing Department as the Senior Vice President and have been in this role for 10 years. During that time period, marketing strategy has changed dramatically and I've been tasked with making sure the bank can keep up. Over the last year or two, we have made a strong push to integrate and utilize available technology to improve the lives of our customers both in and outside of the branch. We want to reinforce our strong family culture to them wherever they might be.



SPACIOUS & COMFORTABLE

The redesigned Countryside Bank lobby space is expansive, allowing for several areas with unique purposes. A casual hangout area where representatives can chat with customers is accented by an informative screen on a focal wall, while a coffee bar in the distance is a place for visitors to relax with a warm beverage and see product offers and current rates. The client made it clear that while their mantra is all about family and community, they're also committed to moving forward with branch technology that will help drive the conversation in new ways.



The video-wall in your new branches is in addition to several other digital screens placed throughout the branch. Why did you choose to do this?

Countryside Bank has been a Spectrio customer for about 4 years, and when we had the opportunity to re-imagine our retail design, we went through the process of discussing with them how to make the most visual impact in our branches. We wanted a focal point that would serve as an anchor to the design— and a video-wall emerged as the obvious choice for us.

Abandoning the traditional branch approach consisting of a teller line at the front of the room and offices along the side, our branches now have an open floorplan with areas for staff to engage in personal conversations in addition to transactional business activities. In this regard, the video wall helps to attract customer traffic where we want to start the conversation, and then enhance the experience once the customer is in the right area to conduct their specific banking objective.



PRINT, MEET DIGITAL

While some printed marketing materials are fixed in semi-permanent fixtures on walls and service counters, the space is anchored by a large 4-screen video wall designed to make a big impression when visitors enter the space. Because it's arranged in a 2x2 screen configuration, the single-screen aspect ratio remains intact and standard 16:9 content can be displayed easily.

Does the video wall content differ from the media displayed on the other screens in the branch, or is the messaging consistent?

We try to keep messaging consistent across all displays— but with the flexibility of the Spectrio system, we have the ability to schedule to screens as we see fit, no matter where they may be located. On occasion, we promote different products across our branch network or want to highlight specific events and product launches on the video wall to attract additional awareness, and it's important that we have that capability.



Recently, we did a focus group initiative to test-market some new product ideas. The video wall played an integral role in the launch of the new products in branch by creating a buzz with customers quickly.

CAN YOU SEE ME NOW?

As a centerpiece to the entire design of the space, the video wall can be seen from practically any area of the room, so the selected messaging was universally applicable to customers and visitors alike.



GETTING HANDS ON

In addition to their video wall, Countryside Bank incorporated interactive tablet kiosks with an integrated queue to allow visitors to check in for appointments, then learn about products and services at the touch of a finger.

Who creates the content for the video wall?

Initially, we enlisted the Spectrio Creative Team to help us get our content off the ground. They did a great job delivering on-brand templates that we can use in the online editor to make changes quickly and effectively. At this point, we are very familiar with their Content Editor tool and can make simple customizations or even create content from scratch without involvement from Spectrio.

The best part for us is that we can create media that can be used on both the video wall and on the standard digital signage easily and inexpensively. We had heard video wall content could be complicated and expensive to manage, but that hasn't been the case for us at all.

▲ THANKS, DIANE!

