



## Case Study

# Luzerner Kantonalbank

SMART Signage and video wall displays bring content to life for major Swiss bank

### Overview

Luzerner Kantonalbank wanted to ensure that every one of its locations was an experience center for customers, helping them to feel comfortable and empowering them to make the right financial decisions. Digital transformation is changing banking and customer behavior and Samsung's signage expertise allowed Luzerner Kantonalbank to bring this transformation to life. Whether walking past the branch on the street or being inside, digital signage that would engage customers was critically important.

#### About Luzerner Kantonalbank

*Luzerner Kantonalbank is the cantonal bank and the dominant retail banking group in the Swiss canton of Lucerne. The organization's main focus is on financing small businesses and personal mortgages in the local economy, acting as a reliable partner to all of its customers.*

### Technology Highlights

- Window display's ultra-high brightness for visibility from outside even in direct sunlight
- Premium picture quality, color accuracy and brightness uniformity of Video Walls with precise calibration technology
- Ultra-narrow bezel-to-bezel design for a near-seamless appearance
- The all-new embedded media player powered by TIZEN
- Easy-to-install wall mount and reliable 24/7 operation



### Customer Needs

To make the newly designed Luzern branch as appealing as possible, Luzerner Kantonalbank wanted to create an experience at every step of the customer journey — starting outside the store. Window signage, visible in all types of light, was needed to catch the eye of customers walking by, encouraging them to come into the branch and engage with the bank. Once inside, sleek and slim video walls, and standalone signage were used to bring the branch to life, displaying important information. Design, as well as functionality, was critical in ensuring that Luzerner Kantonalbank was seen as trendy and innovative by new and existing customers.



## Solution

### Optimized engagement in any conditions

In partnership with Luzerner Kantonalbank and Bild+Ton, Samsung installed its OMD-W, single-sided window signage. Samsung's OMD-W Series offers the optimum combination of superior picture quality and ultra-high brightness for visibility in any direct sunlight or ambient conditions. An auto brightness sensor ensures maximum visibility, never missing an opportunity to catch the eye of customers. By replacing traditional paper posters, window signage can deliver more vivid and dynamic content, allowing retailers to constantly innovate and ultimately contributing to increased sales.

The OMD-W Series offers reliable 24/7 operation, with built-in Wi-Fi and mobile application compatibility for centralized, cable-free content management. This ensures efficiency and provided Luzerner Kantonalbank with the modern technology to enhance its new branch.

With design being of critical importance to Luzerner Kantonalbank, the OMD-W display was the perfect solution due to its aesthetic design and minimalist back cover. This means the display does not impact the overall look and feel of the bank, blending in seamlessly with its surroundings.

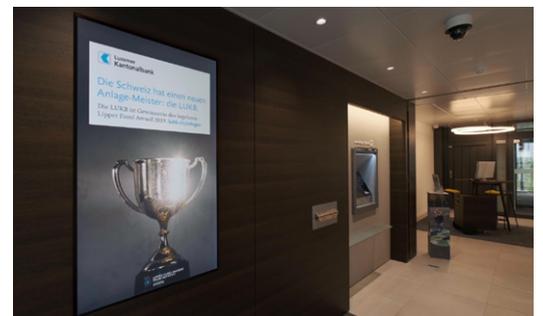
### Enhanced customer experience

Luzerner Kantonalbank wanted to create an engaging, dynamic experience for its customers. Digital transformation has dramatically changed banking, as well as customer expectations. Brick-and-mortar banks are rising in popularity again, but only those banks that offer a memorable customer experience will see success.

Samsung's UDE-A & UHF-E video wall solutions provide premium picture quality and use cutting-edge calibration technology to ensure optimal color accuracy and industry-leading brightness uniformity. To support this, every display maintains reliable performance 24 hours a day, making Samsung's video wall technology ideal for content delivery in environments that require enhanced readability, such as a bank branch.

The simple installation capabilities of the wall mount and ultra-narrow bezel-to-bezel design ensured the desired aesthetic of the client was maintained throughout, creating a sleek and sophisticated space.

Finally, Samsung's PH55F, premium grade standalone signage was also installed in-branch. With a slim design and non-glare panels, this display is built for business environments, supported by an embedded MagicInfo Player S4 powered by TIZEN™, allowing the efficient scheduling of content to deliver meaningful customer information.



*"Customer engagement has changed as a result thanks to the digital signage solution. We can now present and play very specific content which of course means we are far more flexible."*

*- Adrian Lupart, Regional Director Kantonalbank, Luzern*

## Result

Luzerner Kantonalbank wanted to create an environment that was as engaging to customers as possible, while incorporating a trendy, modern style so often associated with Switzerland. Samsung's visually appealing and impactful displays allowed the new branch to enhance the customer experience, attract new business and position the company as a leader in innovation.

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### SMART Signage

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