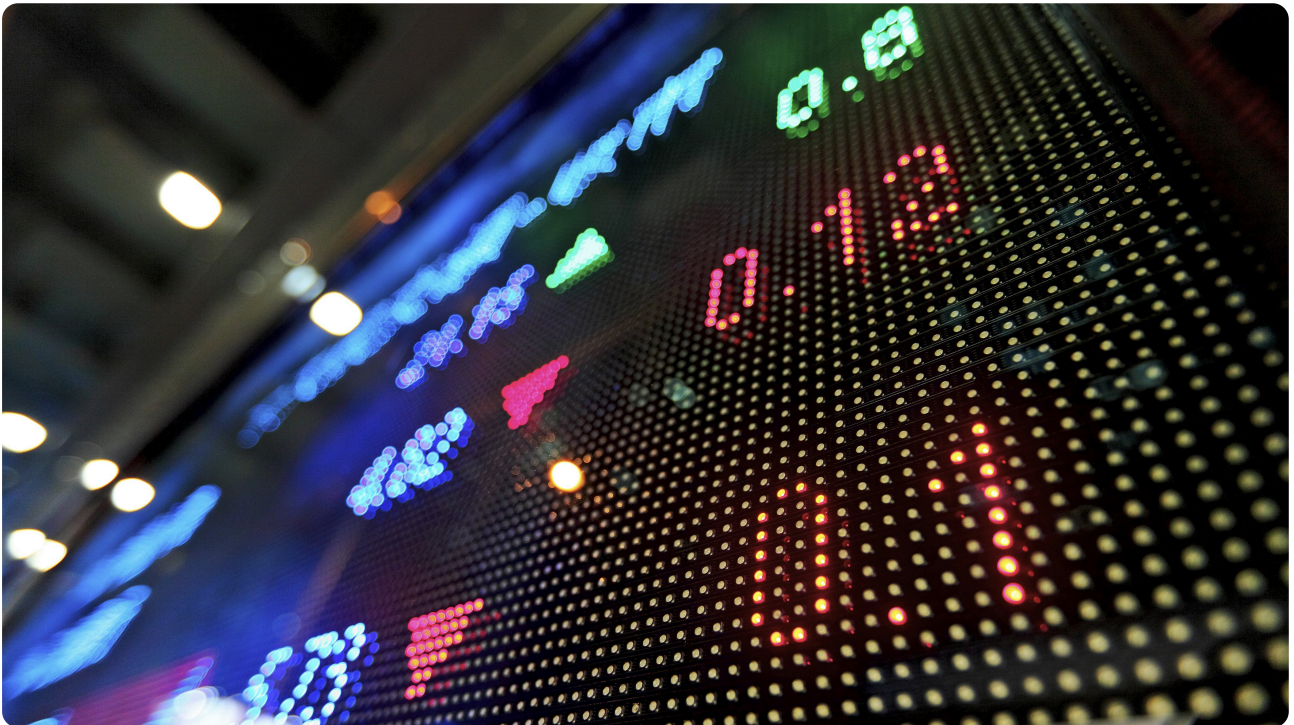


# NEWS

## A brilliant bank builds on valuable trust

Why your bank's most modern advisor is a display

10 April 2026, Tobias Engl



In an era where the smartphone has become the primary bank branch, physical financial institutions are facing an existential challenge. Statistics show that customers are now unable to find an advisor on site more than 80% of the time, especially in self-service zones or during peak times. This is where modern digital signage comes in: It is far more than just a screen on the wall - it is the digital face of the bank, bridging the gap between the anonymous online world and personal expertise. Through the targeted use of intelligent displays, ScreenWay transforms the branch into an interactive experience space that sustainably strengthens customer loyalty and massively increases efficiency on site.

The first point of contact often begins at the shop window. High-performance displays with extreme luminosity attract passers-by with dynamic content that goes far beyond static posters. Instead of outdated paper posters, banks present real-time information: Current interest rates, currency exchange rates or short-term real estate offers are updated to the second. This agility is a decisive competitive advantage in the financial sector. Automated interfaces and professional content management systems completely eliminate the manual effort involved in exchanging advertising material. This not only saves printing costs and protects the environment, but also guarantees that every branch - whether regional location or head office - always communicates in a brand-compliant and legally up-to-date manner.

When the customer enters the store, digital signage takes on the role of a smart host. Digital welcome boards create a professional atmosphere, while interactive wayfinding systems and digital door signs provide orientation. The technology unfolds its full psychological potential in waiting areas in particular: a mixture of infotainment, regional news and valuable financial knowledge drastically reduces the perceived waiting time. Instead of frustration, valuable points of contact are created for cross-selling and upselling. Short, concise explanatory videos on complex products such as mortgages or pension provision arouse needs and optimally prepare the subsequent consultation.

One technical milestone is the integration of artificial intelligence and sensor technology. Modern media players are now able to adapt content based on the demographics of the viewer in real time - completely anonymously and in compliance with data protection regulations. For example, young professionals receive information about their first deposit, while prospective homeowners are presented with current mortgage models. This personalization creates relevance and shows that the bank understands the individual needs of its customers. At the same time, interactive kiosks and self-service terminals offer customers the opportunity to find out more information on their own or book appointments directly at the touch of a button, which reduces the workload for staff and promotes the digital sovereignty of customers.

Internal communication is also benefiting massively from this digital transformation. In employee areas, screens act as a "digital bulletin board", providing information about internal news, training or safety guidelines. At its core, however, it is about the most valuable asset in the industry: trust. By presenting information in a consistent, transparent and modern way, a bank signals its innovative strength and reliability. With ScreenWay solutions, financial institutions rely on a secure, scalable infrastructure that remains stable even in the event of network interruptions thanks to local caching. This makes digital signage an indispensable tool for designing the branch of the future - as a place that informs, inspires and is a valuable addition to personal contact.