CASE STUDY

IN-BRANCH ARTIFICIAL INTELLIGENCE

OBJECTIVE:

Enhance a large Financial Institutions (FI) in-branch customer experience and increase engagement by digitally serving relevant visual marketing content across 100+ pilot locations.

REQUIREMENTS:

- Must be automatic with little FI marketing team intervention
- Ads must be informed through AI
- Ads must leverage FI branding and marketing objectives

SOLUTION:

- FI branch deep-dive to identify consumer enagement touchpoints
- Expert installation of AI enabled digital displays
- Approved playlist of marketing messages and creative designed collaboratively with client and Vivalociti

KEY PERFORMANCE INDICATORS:

- Proof of Play
- Lift in product sales
- Increased efficiency with traffiking content
- A/B testing: AI enabled branches vs. standard

OUTCOME:

The Financial Institution saw an increase of 13% in overall customer engagement measured through in-branch client meetings for the services marketed when compared to similar branches within the same marketplace.*

"RBC was able to deliver outstanding creative that is attracting the attention of our customers and helping our sales staff to start conversations that may not have otherwise happened."

- Shelagh McGrogan, Director, Retail Merchandising RBC

*Data provided with permission from Vivalociti affiliate, CDM

CONTACT US TODAY

414.223.4400 ▼   info@vivalociti.com ▼   vivalociti.com

vivalociti
POWERED BY | LaMACCHIA GROUP