

## SOLUTION DESCRIPTION:

# MediaLAND – a digital customer information network designed by Xnet.

## The multimedia branch – Bank of the future.

In a Europe-wide public tender Xnet Communications successfully won the contract to provide and operate a digital customer information network for Crédit Agricole.

### CLIENT



### Crédit Agricole

is the largest banking group in France and the second largest in Europe with 117 years of history. The group is operating in 70 countries and taking care of 54 million customers today.

### BENEFITS

- Central managed country wide multimedia system
- Access portal for creating marketing campaigns
- Collaboration platform for all involved parties
- Automated distribution of general and localized content
- Online / offline operation

### THE AGILE BANK BRANCH

In the age of digital communication the customers expect a hybrid banking experience. This is characterised by a combination of mobile, web-based and stationary banking service. The new Crédit Agricole branch provides the classic personal customer service at the counter and for peak times or to bridge waiting periods attends to customers with local news and up-to-date product information.

### THE CHALLENGE

To increase the customer loyalty and improve customer service Crédit Agricole wanted to implement a customer information service system in all branches. The aim was to display up-to-date information on multimedia displays and tablet computers to stimulate the communication with the customer. The belief is that customer orientated communication leads to better customer service and therefore to higher customer satisfaction.

At the same time Crédit Agricole wanted to minimise time and efforts needed to create and publish marketing campaigns. Therefore the system needed a central management and external partners like the advertising agency had to be integrated. Most importantly was to ensure that no monitor is ever black and videos are shown in flawless quality.

The information system MediaLAND allows new marketing campaigns to be released and distributed as easy and fast as pushing a button. Information presented on MediaLAND displays address long standing customers just as well as younger and more technique friendly customers.

## NEW WORLD OF EXPERIENCE

Visiting a Credit Agricole branch is a multimedial experience conveying reliable information for customers. Multiple media devices like displays, tablets, self-service machines and videoconferencing systems are used to communicate information. On display are still pictures as well as product presentations or company image videos. Customer information and service on touch screen devices relaying for example information about financial planning, real estate purchase or modernisation and energy-saving concepts will be an integral part of the branch of the future. Customers are made aware of additional products and services the bank is offering and this awareness encourages a lively and productive communication between customer and service staff. Results are an improved customer service and in the end increased sales.

As part of a Credit Agricole international tender Xnet won the contract for the realisation of the system for multimedia customer information in the branches. In an evaluation of the offered systems and after an on-site test phase MediaLAND received the highest score. This was due mainly to the fact that Xnet offers not just the distribution software but an all-round service reaching from installation of monitors via graphic works to the presentation in the branches.

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### Crédit Agricole - the installation in the Bank branch



## HIGHLIGHT

DIY-model from creation to presentation.

Credit Agricole marketing department then groups the files according to campaigns and generates an order to Xnet. Xnet is customizing the file sizes so a smooth display in the branches is guaranteed. This is vitally important when moving pictures are displayed.

The campaign is marked green and Credit Agricole marketing is now defining time slot and locations for publication. MediaLAND Server is handling the sending and playing of campaigns automatically.

In the branches the campaigns are combined with global information like foreign exchange rates. Customer attention is ensured by the fact that local information like events and news of the neighbourhood is mixed in.

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