



## Pacific Trust Bank Uses Digital Signage to Reach Out to Their Consumers

### Summary:

Pacific Trust Bank keeps up with modern advertisements by removing static posters and deploying digital signage for their consumers.

### Challenge:

Pacific Trust Bank wanted to move on from static posters to something more modern and live. After looking at various options, digital signage monitors were considered to be one of the most practical selections. Static posters were not really that effective in grasping the attention of consumers, instead, it would be imperative to provide a tool that was more effective in catching the audience's interest. One big challenge was installing the equipment and getting the monitor up and running. It may have looked complicated; however, the technicians were able to quickly overcome any difficulties they may have encountered. Along with learning the technology, there was also the challenge of understanding the company guidelines. This includes running the system to be compliant with company standards and providing the appropriate content for their audience. As the corporation is quickly growing, it was vital to provide up dated information for their consumers.

### Solution:

Digital signage appeared to be the best option for a fast-growing corporation. The IT department even was able to quickly overcome any of the obstacles that came with setting up and running the digital signage

### Client Profile:

Pacific Trust Bank has been serving the community since 1941. This bank provides top-quality financial services for thousands of loyal customers. Pacific Trust Bank currently serves consumers in twelve locations throughout San Diego, the Los Angeles counties, Riverside, Tustin, and Santa Monica.

network. As the biggest target audiences were the consumers, Pacific Trust Bank decided to install the equipment in the entrance, lobbies, and waiting areas. The monitors are easily visible to the thousands of consumers the bank assists on a daily basis. The digital signage is placed in five different locations throughout one building and seven different locations are currently using digital signage in their establishment. As for the content that is displayed, Carlos Huiza, the AVP Branch Manager, stated that the bank truly adheres to its values. Pacific Trust Bank has a relationship with their customers, which is built around trust. Pacific Trust Bank has created different campaign sections for business and checking. The campaign section enabled the operators to organize their digital signage content and control the playlists based on a particular department. The bank displays information on products, services, and brand core values. The content provides consumers with valuable content, which is informative and updated. Unlike a poster, it only takes several minutes maximum to upload the information needed. With continuous rotations, customers gain valuable information throughout the time the system is running.

**Impact:**

Pacific Trust bank has been providing financial service to loyal customers for many years, and implementing digital signage has been very successful for the business. Carlos Huiza stated, “Our clients seem excited about the new technology, they seem to like it a lot.” Due to the positive reactions from customers, the establishment is looking to refine the content and include other valuable information in the future. Pacific Trust Bank builds a relationship with their customers and this includes providing them with the most important and up to date information on their banking needs.