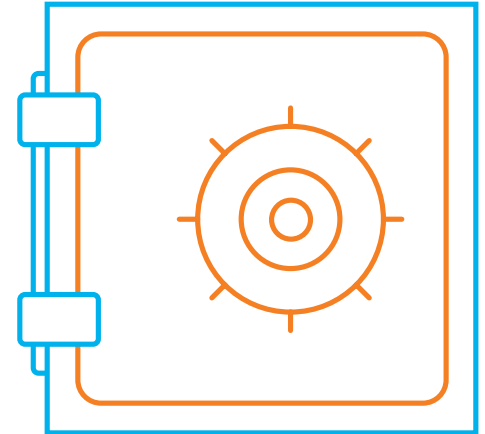




The situation

As technology and digital services continue to ingrain themselves into more aspects of our lives, the financial sector has not been immune. New technology has given way to new services and customers are gravitating more towards digital experiences and digital products.¹ With these new technologies it is more important than ever for banks and financial service businesses to improve and focus on customer service. With a deep variety of programming options, DIRECTV is an effective tool at improving client services.



Best practices for a better lobby or waiting area

While larger initiatives may be in order for the old regime, being client-focused is a winning approach for all financial institutions, and enhancing every in-person visit is essential for building loyalty. Keeping clients entertained and informed with DIRECTV can make an immediate impact.



Invest in television service

Lobby televisions can be a useful marketing tool in places where customers often have to wait for service, and having some form of entertainment has been shown to help customers wait more patiently.²



Offer Complimentary Wi-Fi

You may already offer free wifi in your lobby; if not, it may be time to bite the bullet. Find an Internet solution that's fast and reliable, and make the login process easy for your customers by placing posters around the waiting area with the wifi name and password.³



Interest and inform your customers

Having news, current events, stocks and weather updates available not only helps pass the time for your customers, but they can use them as talking points in social interactions once they leave.²



Keep Clients Updated

Keeping clients updated on wait times helps them make a decision on if they want to wait. Having digital signage that displays these times or queue order can help them make informed decisions and improve their experience.³



DID YOU KNOW?

In a recent Qualtrics survey of more than 550 banking customers, poor customer service was the top reason why people leave their banks.¹⁰



Why DIRECTV makes dollars and sense

Financial service companies can create a more inviting environment by making a simple change. DIRECTV can enhance their perception as a cutting-edge business while elevating the on-site experience for both clients and employees.

1 Embrace the future

PROBLEM

Smaller fintech and large techfin companies are developing solutions that use insight and digital technology to improve the customer experience across product lines. These new competitors threaten legacy financial institutions of all sizes. According to various consultancies, new players could capture up to a third of incumbent banks' revenues in the next 2-3 years. Failing to respond could lead to the demise of less agile organizations.⁶

SOLUTION

Upgrading your businesses' technologies and providing the latest digital tools and services, even showing off your tech like DIRECTV in your physical branches can help assure them they're doing business with an innovative company.

2 Improve the client experience

PROBLEM

Long lines during busy periods are unavoidable for many businesses in the financial services industry.

SOLUTION

DIRECTV helps make a client's wait time seem shorter. According to video marketing provider Spectrio, clients who are presented with digital screens in a waiting room reportedly felt a decreased wait time by 33%—making a 30-minute wait feel more like a 20-minute wait.⁷

3 Boost employee loyalty

PROBLEM

When Harvard Business School professors researched working conditions at leading strategy consulting firms, they found people who claimed to work 15 hour days and to sleep less than six hours a night. Like banks, consulting firms have implemented programs to mitigate work employee stress.⁸

SOLUTION

Working in the financial services industry can be extremely demanding. Employees can burn out quickly if they aren't given the opportunity to rest and relax. A solution as simple as having DIRECTV in the breakroom can go a long way to helping overworked employees tune out for a few minutes to recharge their batteries.



DIRECTV is a smart investment

DIRECTV is an invaluable tool for making clients feel welcome, helping employees feel less stressed and keeping financial institutions informed on the latest news.



Making waiting entertaining

Provide an alternative to sighing and clock watching when lines get long.



Keep employees informed

From the stock market ticker to the latest financial stories, DIRECTV keeps everyone connected to the news they need.



Give 'em a break

Let workers unwind with their favorite shows, movies and sports while they eat lunch or take a break.



Make it warm and welcome

Get a leg up on the competition by avoiding the stereotypical all-business environment associated with financial companies.

56%

The percentage of consumers between 18-34 that visit their bank branch over twice a month.⁹



Stock up on these optional add-ons

Cashing in on a more personalized client experience is as easy as adding these incrementally valuable DIRECTV features to their service.



Game on

Fans won't miss a minute of the action when you give them our popular sports packages. Pump them up with NFL SUNDAY TICKET, MLB EXTRA INNINGS® and NBA LEAGUE PASS, just to name a few.



TV that speaks their language

DIRECTV is fluent in international programming, so there's a wide variety of foreign-language packages featuring channels from around the globe.



More everything

Go beyond the essentials with a higher-tier package that offers a bigger selection of channels for more news, sports and entertainment.



4 PLACES DIRECTV MAKES A DIFFERENCE

- 1 Make a strong impression in the entryway.
- 2 Take their mind off delays in the waiting room.
- 3 Keep the staff informed in the conference room.
- 4 Add some entertainment to the breakroom.

85%

The percentage of business viewing subscribers that rate DIRECTV good, very good or excellent for providing a more enjoyable experience for customers.⁵



30%

Increase operating profits that could be gained by banks through digital services.⁶

1. <https://digitalmarketinginstitute.com/en-us/blog/how-is-digital-changing-the-financial-industry>
2. <https://smallbusiness.chron.com/ways-advertise-clients-tv-lobby-38996.html>
3. <https://www.healthgrades.com/pro/3-ways-to-improve-your-waiting-room-experience>
5. Based on a March 2019 national survey of Business viewing subscribers who expressed an opinion.
6. <https://thefinancialbrand.com/77228/technology-trends-disrupting-financial-services-banking-future/>

7. <https://blogs.spectrio.com/how-to-customize-your-waiting-room-tv-using-live-cable-pass-through>
8. <https://news.efinancialcareers.com/us-en/160184/the-most-and-least-stressful-jobs-in-banking-and-finance>
9. <https://www.paymentsjournal.com/what-age-demographic-visits-physical-bank-branches-most-often/>
10. <https://www.qualtrics.com/blog/7-dynamic-ways-improve-customer-experience-banking/>

NFL, the NFL Shield design and the NFL SUNDAY TICKET name and logo are registered trademarks of the NFL and its affiliates. All other marks are the property of their respective owners. ©2020 AT&T Intellectual Property. All Rights Reserved. AT&T, Globe logo, DIRECTV and all other DIRECTV marks contained herein are trademarks of AT&T Intellectual Property and/or AT&T affiliated companies.