



Modern culture of information – Digital signage solutions for Regiobank Solothurn AG.

In the foothills of the Jura Mountains and throughout neighbouring cantons, Regiobank Solothurn AG has established itself as an independent bank, on-hand to offer its customers fast support. To optimise its personal, fast and reliable services, Regiobank decided to transform its branches in Solothurn, Biberist and Egerkingen to offer a whole new

customer experience. Bechtle first installed a number of digital signage and modern meeting solutions in Solothurn before moving on to the other two locations. Samsung displays add to the bank's modern look and the new meeting room equipment facilitates digital presentations.

PROJECT DETAILS

- **Services**
Modern Workplace
- **Industry**
Financial services / Insurance
- **Manufacturer**
Samsung, Evoko
- **Company size**
> 100 employees

TECHNOLOGY

- Samsung displays
- Evoko meeting room management screens
- Projectors and screens
- Various AV products

OUR PARTNER

SAMSUNG
EVOKO

"With Bechtle, we have been able to create a modern and customer-centric environment at our Regiobank branches. The new digital signage solutions in the public areas, windows and meeting rooms are the perfect fit for our new, modern look. Bechtle was involved in the planning from the beginning so that all of our wishes could be implemented. Installation and commissioning were on schedule so there was nothing standing in our way of reopening our doors after the renovation. A truly fantastic achievement."

Benjamin Tschumi, Head of Real Estate & Recovery, Regiobank Solothurn AG

CHALLENGE. Solothurn has always been the headquarters of Regiobank and a few years ago, the regional financial institution started on renovations. The bank in Solothurn, but also the branches in Biberist and Egerkingen, were given a modern exterior and a innovative interior to match with it all rounded off using digital elements on the buildings' façade and windows to create a whole new customer experience. The Regiobank wanted to use digital signage devices that would not only keep up with its needs, but also seamlessly fit with the new look. With its many years of experience and long partnership with Regiobank, Bechtle was commissioned with selecting and installing the presentation technology in the meeting rooms as well as the digital signage solutions and meeting room displays.

SOLUTION. In close collaboration with the bank's planning department and a specialist in meeting room audio and video technology, Bechtle developed a concept to digitalise the flow of information alongside the meeting rooms. The aim of the renovations at the Solothurn headquarters was to provide customers with information not just inside the building, but outside as well. In addition, the various meeting spaces were to be spruced up with interactive displays, smart sound and lighting technologies and room occupancy screens. On the basis of Bechtle's recommendation, Regiobank chose Samsung displays and Evoko meeting room management screens complemented by high-quality projectors and projection screens.

At the entrance, on the exterior wall and in the windows, Samsung's digital signage displays deliver exceptional picture quality, high resolution, vivid colours and exceptional visibility even in bad lighting conditions, allowing the bank to attract attention and present information in a clear and eye-catching way. This not only piques the interest of passers-by, but also informs existing customers of current offers and services. The displays have been designed to be

visible even in direct sunlight and Bechtle was tasked with the installation of the double-sided screens, which can be seen from both the inside and outside. To ensure this went smoothly, the IT service provider had considered outlets and cut-outs in the façade to facilitate the screens during the planning stage.

Bechtle then equipped the Regiobank's meeting rooms with Samsung FLIPs to allow interactive presentations and collaborative working as well as projectors and screens for larger events and presentations. Following the successful installation of the new technologies in Solothurn, the Egerkingen and Biberist branches followed with displays for the meeting rooms, including Evoko meeting room management screens and digital signage solutions.

BUSINESS Benefits. The new displays not only improve communication with Regiobank Solothurn AG's customers, but also fit seamlessly into the new concept at the bank, underscoring its new modern design. The digital signage displays also enable a more dynamic and targeted way to address customers while the modern meeting room equipment promotes digital presentations and ultimately, communication. What's more, Regiobank can now add music and short speeches to its events at the Solothurn branch.

Further information:

bechtle.ch

regiobank

Regiobank Solothurn AG is an independent bank firmly rooted in the foothills of the Jura Mountains and throughout neighbouring cantons. Its day-to-day business is firmly focused on its customers, whom the bank aims to offer personal, fast and reliable service. Thanks to its size and flexibility, local management and decision-making, Regiobank Solothurn AG is able to work quickly and reliably, while its regionalism and highly motivated employees allow the bank to deliver added value for everyone. Being independent, Regiobank Solothurn AG is largely able to offer transparent financial services at a fair price. When implementing strategies, the focus is always on what is simple, feasible and understandable. regiobank.ch/regiobank-solothurn

