

CASE STUDY
FIRSTONTARIO CREDIT UNION



Digital Signage Compliments FirstOntario Credit Union's Culture of "Proud Traditions and Modern Relevance"

OBJECTIVES

- Reduce printing and distribution of paper leaflets and brochures
- Ability to update, edit and publish content quickly and easily in-house
- Highlight FirstOntario Credit Union community involvement

SOLUTION

- Installation of dual feed singular-purpose media players
- Two-screen configuration in each branch ranging in size from 32" to 55"
- Installation of FirstOntario's first external digital screen

FUTURE PLANS

- Transition all branches to Digital Signage by 2015
- Introduce interactive touch screens

BACKGROUND

FirstOntario Credit Union has a membership of 90,000 people who share in the profits and decision-making of the organization. It is open to anyone living in Ontario and offers a full suite of banking products in its 23 locations, serving 13 communities within Hamilton, Halton, Niagara, Haldimand-Norfolk and the Oxford, Ontario regions. In business since 1939, they are proud of their heritage as an integral part of the local communities in which they serve, and they believe in putting their members first by getting to know them on a one-on-one basis to help them better determine and achieve their financial goals. Striving to be at the forefront of technology, FirstOntario Credit Union recognized their need for a more efficient and powerful way of providing their members with dynamic and informational messaging.



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CHALLENGE

The days of paper leaflets, pamphlets and brochures had come and gone; it's expensive to maintain and the information quickly becomes irrelevant or out of date. In today's fast paced digital culture, it had become increasingly apparent to FirstOntario that they needed a more efficient way to share real-time messaging across all branches. The installation of digital signage affords them the ability to do so, while making a huge impact on how core products and services are conveyed to members.

The ability to manage content updates in-house is a priority. As their business demands continue to grow and change, and credit rates regularly fluctuate, it had become evident that FirstOntario needed a more structured, efficient and organized way of relaying their messages and information to their members. Prior to ADFLOW's installation of digital signage it was often an onerous task to manage content via a third party vendor for a variety of reasons. Turn-around time was a huge factor due to the nature of their business; having to wait for time-sensitive material had become unacceptable. ADFLOW gave FirstOntario the capability to update, edit and publish their own content remotely -- anywhere, anytime, which is one of the predominant reasons they chose them for their digital signage requirements. Creating and maintaining content in-house is also much more cost-effective than having to continue to update static paper products such as brochures, posters and flyers. The overall member experience is enhanced with digital signage that is creative, appealing to the eye and current. Digital signage also supports FirstOntario in their efforts to highlight community involvement initiatives via dynamic and compelling content.

The challenge was to outfit branches with digital screens, in both newer locations as well as retrofitting existing ones. FirstOntario wanted a company they could grow with, a company who would understand their needs not only for today but would also be able to handle their requirements as they became more robust going forward.

SOLUTION

ADFLOW utilized dual feed singular-purpose media players, configured specifically for FirstOntario Credit Union every aspect of which they control, making technical support exceptional. "ADFLOW bends over backwards to support us; they want to get it right," said Matt Barton, Director, Enterprise Technology Operations, FirstOntario. "Their response time to any inquiries has been exceptional," he added. In addition to the special "high brightness" screen used in the Dundas location, most branches opted for a two-screen configuration ranging in size from 32" to 55". The digital screens and dual feed media players were installed in strategic locations such as waiting and teller areas and inside vestibules. ADFLOW also installed FirstOntario Credit Union's first external digital screen, ideally positioned facing a busy patio to generate business from local foot traffic. "With digital signage we can readily change a rate, so if the marketplace changes over the weekend, and on Monday we have a special rate, we can get it out to all of our all branches instantaneously. We can also provide varied messages, by branch, enabling us to create tailored content as opposed to everything looking identical," said Karen Bragdon, Manager, Branch Strategy, FirstOntario.



FUTURE

The goal is to transition all branches to digital screens by 2015 and to eventually introduce interactive touch screens. The main objective for FirstOntario's digital signage initiative was, and remains, the ability to provide their members with dynamic, multiple messaging within their branches while staying current by employing innovative and inspiring ideas that set them apart from others. Continuing to stay in touch with their members through digital integration that consistently and continuously highlights who they are and reinforces their mission of "proud traditions and modern relevance" is achieved with digital signage.

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Matt Barton, Director,
Enterprise Technology
Operations, FirstOntario



ADFLOW Networks
reshaping the customer experience™

3170 Harvester Drive, Suite 201, Burlington, Ontario, L7N 3W8 CANADA
203 North LaSalle Street, Suite 2100, Chicago, IL, USA 60601

+1 (905) 333 0200
+1 866 4ADFLOW (423 3569)

www.adflownetworks.com