

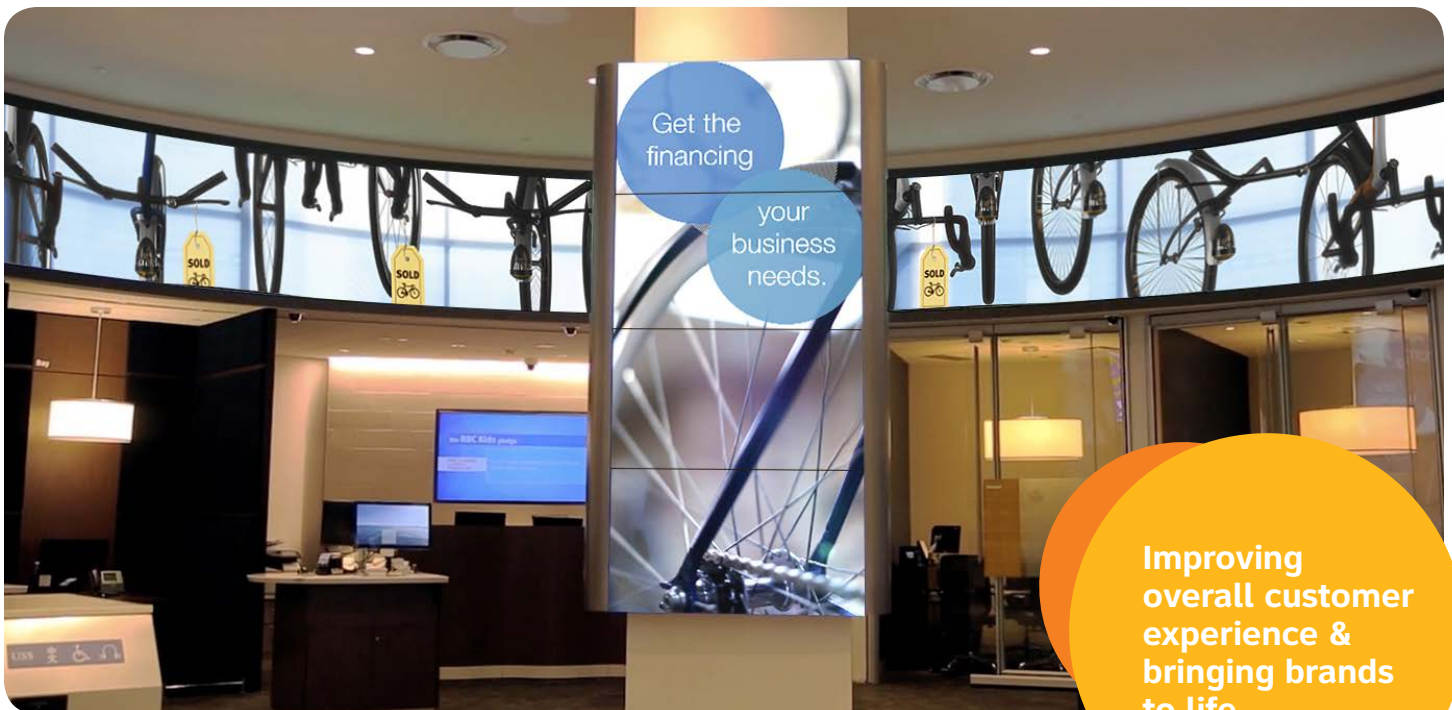
# IMMERSIVE DIGITAL EXPERIENCE FOR *Retail Banking*



Using video technologies, mobile apps, analytics, interactive, and data-driven digital merchandising tools to enhance the retail banking landscape.

## Innovative solutions, solving business challenges

- Influence customer behaviour
- Drive transactions
- Improve overall customer experience
- Bring the brand to life
- Relevant branch level content strategy and programming
- Quickly respond to product and market adjustments



## Why AT&T?

### Best-in-class solution

With 20+ years of experience in digital merchandising, AT&T Digital Solutions power some of the largest networks globally. Driving innovation with multiple technologies, our solutions provide secure, stable, and reliable foundations for all the services we provide.

## Single source for all your digital merchandising needs



Extensive value-added service offerings enabled by our proprietary CMS inPulse® Platform

- 💡 Ideation - Consultation & Planning | Strategy Development
- ✍️ Design - Professional Services | Customer Fixtures and Design | Web and Interactive Services
- 🌐 Build - Content Production | Project Management
- 🔧 Manage - Digital Asset Management | Program Management | Traffic Management | On-site & Remote Technical Support
- 📊 Learn - Research & Analysis



### Experience & Scalability

Manage tens of thousands of digital endpoints, with complex marketing and merchandising requirements that need to be localized, regionalized, and nationalized in order to optimize the potential based on product preference, availability, language, and demographics

### Commitment to Excellence

Project management and deployment success rate of 97% for new major financial networks

### Award Winning Creative

In-house sophisticated agency and design capabilities

### Proven Results

Significant increase in product sales, client retention & appointment bookings

For more information  
Please contact  
**608-298-7815**