



Photo by Luca Gallo

Case study: Banca Etica

Banca Etica has chosen digital signage from Ricoh to communicate with its customers in a faster and safer way. The system is easy to use and enables centralised management.

Banca Etica is committed to reconciling innovation and sustainability. The popular bank was established in 1999, with the opening of its first branch in Padua.

Today, Banca Etica is a reputable bank that has earned itself domestic and international recognition. In Italy it operates with 20 branches and 30 financial promoters, whereas abroad it is present in Bilbao, Barcelona, and Madrid, in Spain. What is the main characteristic of this bank? Banca Etica is the only Italian credit institute to operate in accordance with the principles of Ethical Finance, defined by the Consolidated Banking Act. This has overhauled the way in which the banking world is perceived, as focus is very much on values like transparency, social participation, and environmental protection.

Digital signage brings customers closer

In order to improve communication with its customers, Banca Etica has installed new digital monitors at its branches, with information and videos on both financial and promotional products as well as on the bank's values and ethos. "We were looking for solution that was easy to use and would help us communicate in a more effective and engaging way", Margherita Ider, Communications Manager at Banca Etica, explains. "We have been using monitors for some time now, but contents could only be loaded on site with a USB key. Branch colleagues were required to update the programming of aired contents and obviously this was something that could not be done on a daily basis, even less so in real time. So, we involved a few technology providers to see if there was an alternative solution. Digital Signage offered by Ricoh fulfilled our requirements, giving rise to a new, more direct, and dynamic way of communication."

The project involved the installation of different sized monitors, for excellent image quality; Banca Etica manages the programming of aired contents through the Jade Standard Edition platform by Voome Networks, implemented by Ricoh.

Smart and tailored management

Excellent flexibility and customization options are key elements of the project developed by Ricoh. Margherita Ider adds how "The program enables us to manage the publication of schedules in a centralized and automated way. Moreover, information can be customised for single monitors, for example for showcasing a particular event or initiative involving a single branch". The communications department is directly tasked with management. "Ricoh has supported us with a targeted training plan, so we are able to publish contents in full autonomy, without having to ask for support from our IT department".

Currently the project has been implemented in just a few branches of Banca Etica, however it will soon be extended to all remaining ones. Margherita Ider comments how "The technological solution is scalable and can evolve in response to our changing requirements, in a simple and fast way. Our partner Ricoh will also support us in the future for the innovation of workspaces, with the aim of seizing new opportunities and further improving communication services".



Margherita Ider
Communications Manager
Banca Etica

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