Mvix

Content Rich Digital Signage

More Content.
Better Engagement.

CASE STUDY

FLAGLER
BANK

SUMMARY

Flagler Bank wanted to change their **digital signage** provider. They already had digital display screens in their banks before they switched to **Mvix.** They found a **software solution** that is more hands-on and customizable, which is exactly what they needed.

INTRODUCTION

Flagler Bank is a group of community banks located in Palm Beach County, Florida. With a team of around 40 employees, Flagler operates two branches in West Palm Beach and one in North Palm Beach. All three locations utilize digital signage solutions.

Did you know that all of Flagler Bank's branches are within **20 miles** of each other?

A desire to make a change from their previous digital signage solution prompted Flagler to search for a different digital signage provider. This organic search led them to **Mvix** and a content management software that surpassed what they were currently using. Additionally, Mvix's **XhibitSignage** is easy to use, intuitive, and not to mention, reasonably priced. Flagler highly values that the software allows them to customize their displays more easily and update content as frequently as they like.

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THE CHALLENGE

Flagler Bank's biggest challenge was learning how to use **XhibitSignage.**

Luckily, ths wasn't challenging at all. The learning process was a breeze for Flagler Bank as they were able to get training from **Mvix's** qualified **Client Success team**. Professional training and demos made learning fast and easy.

Flagler Bank is a **Signature Care Client**. This means they get new free devices every **3 years** as well as premium features such as emergency alerts. Flagler also has access to the industry-leading support and technical assistance to ensure there is never any downtime for their digital signage players and they can get the most out of their displays.

What needed to be done

Decide which **media players** they want to use with their current displays.

Install devices and ensure the media players and the **digital displays** are working together.

Complete training and learn how to use **XhibitSignage** to create templates, playlists and schedules.

Upload their **content** onto XhibitSignage software.

Fun facts

There are over **200 different banks** operating throughout the state of Florida.

Did you know there are over **400 bank** branches in Palm Beach county alone?

That's one bank every **5.5 mi^2**!

DEPLOYMENT AND USAGE

Mvix has been providing Flagler Bank with **Digital Signage Software** since 2017. Below are 3 features or apps they use regularly on their screens.

Images and Branding

Another great feature Flagler makes use of their branding and images on their digital signage displays. This **reinforces their brand** and keeps it top of mind for those looking to their display screens.

Stock App

The **Stock App** on **XhibitSignage** is a great way to keep track of markets and to show automated day to day market activities to employees and customers. It makes sense for Flagler to make use of this app as they are a bank and need to be up to date on stock market trends including NASDAQ, NYSE and S&P 500.

Additionally, they can customize the theme of the stock charts to fit their bank branding as well as incorporate their logos onto their digital signage displays.

Components used:

Content management Sortware
XhibitSignage software

Media Players
Xhibit Plus devices

Content Integration - Premium Content Apps; Emergency and CAP alerts.

Professional Services
One-on-one training and Technical Support.

News and Information

News is a great source of content for Flagler to display in their banks. It shows their clients they are informed and in the know about what is going on in the world.

The news app allows users such as Flagler Bank to choose from **multiple news channels** such as CNN, Fox News and BBC.

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WHY IT WORKED

Flagler Bank chose **Mvix** because of our **customizable software** and stayed for our great assistance and **technical support**.

Flagler has been with Mvix for almost **4 years** now. The reason they have stayed is because of our technical support.

Flagler are Signature Care Clients, which mean they receive support whenever they need it, they have access to unlimited training as well as tech refresh (new players every 3 years). They also receive a lifetime warranty on their players.

Our highly customizable software is another reason they stay with Mvix. They are able to edit templates or create their own. As well as include their bank's logo and other branded content on their displays.

Digital signage displays are the first thing their customers see when they walk into the bank branches, and it's important that they are in-line with their company branding and messaging.

They needed a simple and easy to use system that would add value to their bank and not drain resources to maintain.

> **"** The support that we receive is exceptional. I feel that the technicians aren't concerned about "closing a ticket" but honestly wanted to resolve my issue to my complete satisfaction....and they do. I appreciate the excellent service that we receive.

William Cintron
VP, Information
Technology Officer
Flagler Bank

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ABOUT
THE COMPANIES

About Flagler Bank

Flagler bank was established in 2000. They are a community orientated bank. They cater a personal service and only serve Palm Beach county residents. They aim to provide quality service for the financial needs of their customers. Flagler strives to build long-lasting relationships with new customers and exceed the expectation of their current customers. They offer loans, personal banking services as well as business banking services.

Flagler Bank Guarantees:

- Personalized Services
- Relationship building
- They are Small Business Friendly
- Fast Loan Decisions
- Decision makers who live and work in the same community
- Provides funds for the Local Community

For more information contact Flagler Bank at

📞 **561-432-2122**

🌐 **flaglerbankusa.com/contact-us/**

About Mvix

At Mvix, our love for technology drives who we are and what we do. For over a decade, we have been a leading provider of content-rich digital signage solutions that create memorable digital experiences in corporate offices, healthcare facilities, school campuses, restaurants and more.

Our focus is on cost-effective, feature-rich, cloud-hosted solutions that, coupled with our engineers and creative team, build digital signage networks that turn browsers into customers and employees into brand ambassadors, all while enhancing brand awareness. Our software, XhibitSignage, recently won the InfoComm 2017 Best of Show Award - Digital Signage.

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