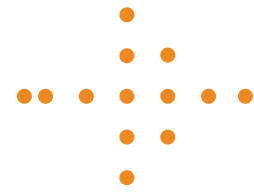




SOLUTIONS FOR THE  
***FINANCIAL  
INDUSTRY***

**DIRECTV**  
FOR BUSINESS



## ***THE SITUATION***

While advances in technology have made digital banking more popular, J.D. Power reports that 46% of consumers still plan to go back to “banking as usual”.<sup>1a</sup> That means around half the usual banking customers are willing to come back to the branch. Now it’s up to banks to deliver the best in-person experience possible to retain consumers willing to come back, and to lure in those consumers reluctant to return.



## ***Did you know***

In a recent Ascent survey of more than 1,700 banking customers, over 97% indicated quality of customer service was either somewhat or very important.<sup>4</sup>



# BEST PRACTICES FOR A ***BETTER LOBBY OR WAITING AREA***

Your waiting area should also be a reflection of what you and your company or organization represent. Being client-focused is a winning approach for all financial institutions and enhancing every in-person visit is essential for building loyalty. Keeping clients entertained and informed with DIRECTV can make an immediate impact.



## ***Invest in television service***

Lobby televisions can be a useful marketing tool in places when customers often have to wait for service. Having some form of entertainment has been shown to help customers wait more patiently.<sup>2</sup>



## ***Interest and inform your customers***

Having news, current events, stocks and weather updates available not only helps pass the time for your customers, but they can use them as talking points in social interactions once they leave.<sup>2</sup>



## ***Offer complimentary Wi-Fi***

Find an Internet solution that's fast and reliable, and make the login process easy for your customers by placing posters around the waiting area with the Wi-Fi name and password.<sup>3</sup>



## ***Keep clients updated***

Keeping clients updated on wait times helps them make a decision on if they want to wait. Having digital signage that displays these times or queue order can help them make informed decisions and improve their experience.<sup>3</sup>



## WHY DIRECTV MAKES ***DOLLARS AND SENSE***

Financial service companies can create a more inviting environment by making a simple change. DIRECTV can enhance their perception as a cutting-edge business while elevating the on-site experience for both clients and employees.

### ***1. The Banking “Midlife Crisis”***

#### **PROBLEM**

Banking is in a “Midlife Crisis,” according to some experts and the future of in-person branches depends on what banks do with their branches, how they make their customers feel. Providing a positive customer experience is essential to long-term viability.<sup>4a</sup>

#### **SOLUTION**

In a recent Deloitte report, Jetsons-like changes are being considered for the in-banking experience, including live interactions with virtual tellers via ATM, contactless kiosks, AI-based robots and virtual/augmented reality experiences.<sup>4a</sup> And introducing DIRECTV content—from live news, financial insights, sports scores and more—can be one more way to deliver a new and innovative in-person banking experience.

### ***2. Improve the client experience***

#### **PROBLEM**

Long lines during busy periods are unavoidable for many businesses in the financial services industry.

#### **SOLUTION**

DIRECTV helps make a client’s wait time seem shorter. According to video marketing provider Spectrio, clients who are presented with tv screens in waiting rooms reportedly felt a decreased wait time by 33%—making a 30-minute wait feel more like a 20-minute wait.<sup>6</sup>

### ***3. Boost employee loyalty***

#### **PROBLEM**

When Harvard Business School professors researched working conditions at leading strategy consulting firms, they found people who claimed to work 15-hour days and to sleep less than six hours a night. Like banks, consulting firms have implemented programs to mitigate work employee stress.<sup>7</sup>

#### **SOLUTION**

Working in the financial services industry can be extremely demanding. Employees can burn out quickly if they aren’t given the opportunity to rest and relax. A solution as simple as having DIRECTV in the breakroom can go a long way to helping overworked employees tune out for a few minutes to recharge their batteries. Shows and dealerships can keep them as customers.





# DIRECTV IS A ***SMART INVESTMENT***

DIRECTV is an invaluable tool for making clients feel welcome, helping employees feel less stressed and keeping financial institutions informed on the latest news.



## ***Making waiting entertaining***

Provide an alternative to sighing and clock watching when lines get long.



## ***Keep employees informed***

From the stock market ticker to the latest financial stories, DIRECTV keeps everyone connected to the news they need.



## ***Give 'em a break***

Let workers unwind with their favorite shows, movies and sports while they eat lunch or take a break.



## ***Make it warm and welcome***

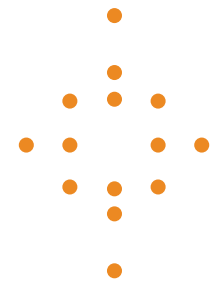
Salesforce found that “84% of customers say being treated like a person, not a number, is very important to winning their business.”

# 56%

The percentage of consumers between 18-34 that visit their bank branch over twice a month.<sup>8</sup>



# STOCK UP ON THESE OPTIONAL ADD-ONS



Cashing in on a more personalized client experience is as easy as adding these incrementally valuable DIRECTV features to their service.



## GAME ON

Fans won't miss a minute of the action when you give them our popular sports packages, like NBA LEAGUE PASS, MLB EXTRA INNINGS, NHL CENTER ICE—plus exclusive programming like NFL SUNDAY TICKET, ESPN COLLEGE EXTRA, ESPN+ for Business (PGA Tour Live being included).



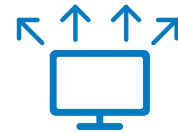
## TV THAT SPEAKS THEIR LANGUAGE

DIRECTV is fluent in international programming, so there's a wide variety of foreign-language packages featuring channels from around the globe.



## MORE EVERYTHING

Dealerships can go beyond the essentials with a higher-tier package that offers a bigger selection of channels for more news, sports and entertainment.



## 4 PLACES DIRECTV MAKES A DIFFERENCE

- 1 Make a strong impression in the entryway.
- 2 Take their mind off delays in the waiting area.
- 3 Keep the staff informed in the conference room.
- 4 Add some entertainment to the breakroom.



**85%**

The percentage of business viewing subscribers that rate **DIRECTV GOOD, VERY GOOD or EXCELLENT** for providing a more enjoyable experience for customers.<sup>10</sup>

**80%**

More than 80% of **GENERATION Z** prefer to go to a physical location for products and services, so that they can resolve issues and handle processing more quickly.<sup>11</sup>

1. <https://digitalmarketinginstitute.com/en-us/blog/how-is-digital-changing-the-financial-industry>  
 2. <https://smallbusiness.chron.com/ways-advertise-clients-tv-lobby-38996.html>  
 3. <https://www.healthgrades.com/pro/3-ways-to-improve-your-waiting-room-experience>  
 4. <https://www.fool.com/the-ascent/research/study-what-consumers-really-want-from-banks/>  
 4a. <https://www.forbes.com/advisor/banking/future-of-in-person-banking-services/>  
 5. <https://thefinancialbrand.com/77228/technology-trends-disrupting-financial-services-banking-future/>  
 6. <https://blogs.spectrio.com/how-to-customize-your-waiting-room-tv-using-live-cable-pass-through>

7. <https://news.efinancialcareers.com/us-en/160184/the-most-and-least-stressful-jobs-in-banking-and-finance>  
 8. <https://www.paymentsjournal.com/what-age-demographic-visits-physical-bank-branches-most-often/>  
 9. <https://www.oxdh.health/resources/7-ways-virtual-waiting-rooms-can-improve-the-customer-experience>  
 10. Based on a March 2019 national survey of Business viewing subscribers who expressed an opinion.  
 11. <https://everfi.com/blog/financial-education/the-future-of-retail-bank-design>

©2022 DIRECTV. DIRECTV and all other DIRECTV marks are trademarks of DIRECTV, LLC. All other marks are the property of their respective owners. NFL, the NFL Shield design and the NFL SUNDAY TICKET name and logo are registered trademarks of the NFL and its affiliates. All other marks are the property of their respective owners.