beavercreek
MARKETING

Perfecting Hands-On Product Demonstrations in the Branch

In-branch product demonstrations are your opportunity to engage, educate, and interact with account holders. These are moments that do more than provide an opportunity to showcase products, they allow for personalized teaching, which builds and strengthens client relationships.

In today's world of exciting new financial technologies, it's more important than ever to offer simple and informative hands-on demonstrations of your products and services.

It's your chance to spend one-on-one time with account holders, making a lasting impression.

Product Demos in the Branch

The central goal of personal product demonstrations is to increase adoption of online and mobile banking, eStatements, cash management services, and other financial products. Demos are also invaluable for new account openings and client presentations.

Getting Started

It's easy to begin incorporating the benefits of product demonstrations in your branch. It can be as simple as adding iPads with product demos, or as complex as a branch redesign with new workflows. In either case, the critical element for success begins with your staff – training and preparing them to excel in this new avenue of account holder contact.

Video Tutorials

Over 1,500 Fiserv financial institutions already have video tutorials available for product demos through a subscription to the Online Education Center (OEC). Video is by far the most effective method for self-guided product demos. These videos can be delivered through your website or through self-service kiosks in the branch.

View a sample of video tutorials »

Click-Thru Demos

For one-to-one product demonstrations (or group presentations) the interactive click-thru demos are recommended. Our OEC Plus package includes click-thru demos for many Fiserv products, designed for one-to-one product demonstrations. Like the videos, they are deeply branded and always up-to-date. Contact your Fiserv representative or Beavercreek Marketing for click-thru demo pricing.

View sample click-thru demo »

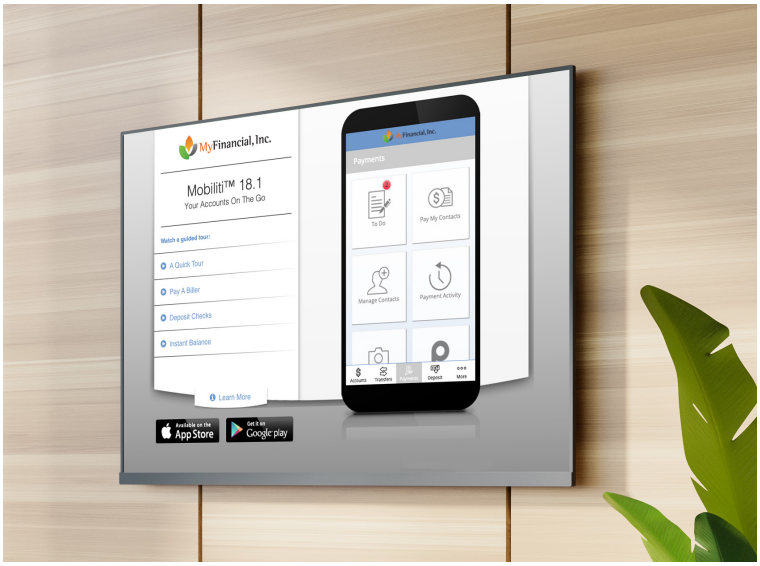
beavercreek MARKETING

OEC Kiosk

The latest demo technology from Beavercreek Marketing is the Kiosk version of the Online Education Center. This combines video tutorials and click-thru demos on a single screen, giving the account holder the best of both worlds. Users can also click to read more about products and select call-to-action links included to streamline enrollment.

The OEC Kiosk is ideal for branch presentations, and can also be embedded into your website. It is currently available for Mobiliti, CardValet, Architect, and Corillian, with additional Fiserv products coming soon. The OEC Kiosk version is included with all OEC Plus (video and click-thru demo) subscriptions.

View sample OEC Kiosk »



Large Screen TVs

Permanent wall mounted (or freestanding) displays can be used for professional product demonstrations in the branch. The most popular option is using a large touch screen TV allowing for complete account holder interaction. They can also be connected to a computer, laptop, or use content mirroring from a mobile device such as an iPad/tablet.

There are several manufacturers of commercial grade LED TVs including Samsung, LG, Sharp, and NEC. These TVs are designed for 24/7 use and feature heavy-duty enclosures and hardware for a longer lifespan. Prices for commercial TVs are surprisingly affordable and many offer built-in wi-fi and touch screen capabilities or overlays.

The Online Education Center videos and click-thru demos are designed to work with virtually all tablets, mobile devices, and TV monitors, including most video walls and touch screen monitors. You will need wi-fi or an internet connection to access your OEC videos and click-thru demos. View the step-by-step guide for securing iPads in branch to exclusively display your Online Education Center demos.

In Branch Product Demonstrations Worksheet

Take a moment to consider how best to implement product demonstrations in your locations. Use our worksheet to help you get started with a better idea of the equipment you will need.

How do you plan to demo products in the branch? Check all that apply.

- ☐ Self-service kiosks (Video Tutorials)
- ☐ Staff assisted demonstrations (Click-Thru Demos)
- ☐ Staff training station
- ☐ Other: _____

Where will the demos be located?

- ☐ Branch entrance/Lobby
- ☐ Teller stations
- ☐ New account desks/area
- ☐ Large wall mounted TVs
- ☐ Large freestanding TVs
- ☐ Business banking display
- ☐ Self-service kiosks
- ☐ Employee lounge
- ☐ Off-site demonstrations
- ☐ Trade shows
- ☐ Other: _____

Computer hardware to be used:

- ☐ Tablets/iPads
- ☐ Computer/laptops
- ☐ Large screen monitors
- ☐ Smartphones
- ☐ Other: _____

Tablet stand features:

Tablet Stands:

☐ Floor ☐ Counter stands ☐ Wall mounts

Tablet Enclosure:

☐ Fixed enclosure ☐ No enclosure (removable tablets)

Tablet Size:

☐ iPad ☐ iPad Air ☐ iPad Mini ☐ iPad Pro ☐ Galaxy

☐ Other: _____

Orientation: ☐ Landscape (recommended) ☐ Portrait

Color: ☐ Silver ☐ Black ☐ White ☐ Clear

☐ Other: _____

Security locks:	☐ Yes ☐ No
Home button:	☐ Covered ☐ Uncovered
Rotating/Tilting:	☐ Rotate ☐ Tilt ☐ Both
Adjustable arm:	☐ Yes ☐ No
Keyboard tray:	☐ Yes ☐ No
Concealed power strip:	☐ Yes ☐ No
Speaker holes:	☐ Yes ☐ No
Brochure pocket:	☐ Yes ☐ No
Logo imprinted:	☐ Yes ☐ No
Shipping case:	☐ Yes ☐ No
Tablet charging cart:	☐ Yes ☐ No

Now that you have a better idea of the type of tablet stands needed for your branches, search through the many styles available. Here are a few sample sites to get you started:

Displays2Go »

Tryten »

Bouncepad »

Contact us anytime for assistance!

www.beavercreekmarketing.com
Email: info@beavercreekmarketing.com
Phone: 308.381.0311

beavercreek MARKETING