Business Intelligence for Your Bank

Improve customer experience and increase productivity in your branches

Complement your March Networks® Searchlight™ for Banking solution with highly accurate business intelligence analytics from the FLIR Brickstream® 3D Analytics Sensor. The sensor captures and analyzes data on people counts, queue lengths and wait times, and service arrivals/service times. Searchlight incorporates these analytics with your bank's teller and ATM data, giving you powerful insight on business trends, as well as in-branch operations and performance.

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Improve Customer Experience

Branch managers can quickly investigate the in-branch experience of a customer who has submitted a negative Net Promoter Score (NPS) survey after claiming his experience at the teller window took too long.
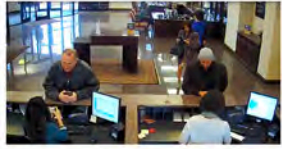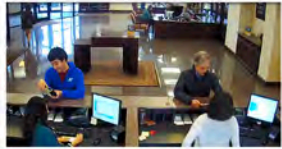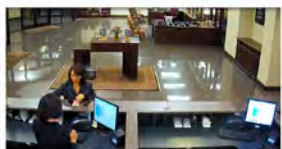
Know how long each customer has waited

The integration of Searchlight and Brickstream lets you review the details around the specific incident, including the video of the customer and the statistics of his wait time. This allows the manager to identify any corrective actions that may be required.

Get daily emails listing all instances of exceeded wait times

Searchlight automatically sends reports via email to alert branch managers about customers whose wait time exceeds that branch's acceptable limit. Managers can click the "View" link to jump right to the details of each specific instance. This allows them to proactively follow up with a customer prior to that customer potentially submitting a negative NPS survey.

Additionally, Corporate Compliance Officers can use these email reports to keep track of a branch's performance and compliance status.

Optimize Staffing Requirements

Branch managers can analyze the peak hours and speed of service times for their branches; this allows them to adjust staffing schedules accordingly.

Get accurate people counting

By integrating Searchlight and Brickstream, you can observe and compare traffic in and out of your branches.

Get an hour-by-hour count of how many people entered the bank that day.

Monitor queue length activity

By integrating Searchlight and Brickstream, you can determine the average number of people waiting in line that day, as well as their average wait time.

Uncover the total number of people who waited in line, the average wait time, and the total number of customers served at each branch.

Assess Your Branch Layout for More Efficient Use of Space

Regional managers can analyze customer traffic in the branches to determine whether signage is properly placed, and whether the real estate and traffic patterns are sufficiently accommodating customer dwell zones, e.g., teller lines and waiting areas. You can gauge the efficiency of the real estate usage, and adjust accordingly in other branches.

Are you set up for efficient traffic flow?

In-branch real estate is important to Regional Managers when it comes to the traditional customer dwell zones, such as queues for tellers and ATM machines, as well as customer service and personal banker waiting areas. Searchlight and Brickstream help you analyze how many customers are in your bank, where they congregate, and for how long.

Are people noticing the promotional displays?

It's important to know whether the various promotions sponsored by your bank are getting the visibility they deserve within the branch. The more customers who stop to read the promotional signage, the more successful the program will likely be. The integration of Searchlight and Brickstream allows you to estimate how many people stop to notice that signage.

For detailed information on how the integration of Searchlight for Banking and the Brickstream Analytics Sensor can help you improve customer service, promotional efforts, and productivity for your bank, visit www.marchnetworks.com/brickstream-3d

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