

Based in Chile, **BCI** is a financial institution with a workforce of 10,500 people and more than 300 banking centers.



With the goal of implementing new strategies to enhance customers' and clients' experience (and in turn BCI's interaction with its stakeholders), the banker opted for **Donatello**, Wavetec's digital signage solution.

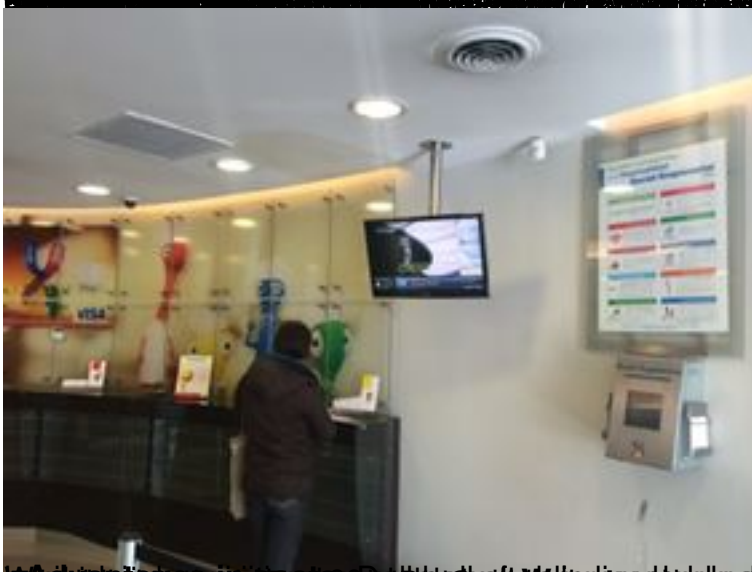
Within the project's framework, a number of 32 and 55 inches screens were set up in different BCI branches. Each of these TVs is now wired to a Donatello through an HDMI cable that allows HD content reception. A central web server wired to every device through a LAN or WiFi connection is responsible for the screens' administrative operations.

Content programming and management are carried out from **Donatello Suite software**, easily installed and executed in any Windows laptop. The screens content is then customized combining a variety of modules such as date and time, the weather, TV programmes, and even social networks.

The project includes the set-up of **260 screens** during the first stage (until July 2014) to progressively reach all the institution's offices.

Wavetec: BCI Bank Revamps Customer Experience

Written by Bob Snyder
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[Wavetec](#) is a leading provider of digital signage solutions for the financial industry. The company's solutions are designed to enhance the customer experience and improve operational efficiency. Wavetec's solutions are used by a wide range of financial institutions, including banks, credit unions, and investment firms.