



POSTFINANCE HEAD OFFICE DYNAMIC COMMUNICATION FOR EMPLOYEES AND GUESTS

The Swiss financial service providers, PostFinance, communicate dynamically and digitally in their new head office in Bern.

PostFinance offer state-of-the-art internal communication for their employees on a total of nine screens in their 55-metre office building. The reception area has been equipped with a welcoming screen and a video wall in order to optimise guest communication.

The PostFinance employees will be working in the new head office from May 2013 and will be able to find out the latest internal news easily and quickly via the new digital signage system. 55" screens have been installed on every other (odd-numbered) floor of the 13-storey PostFinance main building; these screens are used to complement the intranet for internal communication. Employees will receive

essential information regarding their employers with a view to increasing motivation and company loyalty. The contents consist of internal communications, media communication, personnel offers and information from the management. Further themes such as crisis communication, general news and campaign and product animation are also communicated via the digital signage solution.

PostFinance have enhanced personal welcoming in the entrance hall at the reception with a digital welcome display. The digital signage solution in the entrance area picks up customers, partners, suppliers and visitors directly on their entering the building and bids them a warm welcome. Additionally, contents from the company communication are presented on a video wall consisting of four screens. This eyecatcher is used by PostFinance as an image communication platform and shows company films. The emotional ef-

fect of the films is intended to promote the company image.

All systems are equipped with the screenFOOD® CS software and connected to the internal screenFOOD® server. The screenFOOD® additional module, ANIMATION FACTORY, can broadcast the contents on the basis of templates. Using the screenFOOD® Content Management System, the PostFinance „Internal Communications“ department can input the contents themselves. screenFOODnet Digital Signage Retail Services AG offer the financial service providers digital signage software that permits fast and easy adaptation of the contents, therefore enabling the content to be kept up to date.

The integration of the digital signage solution at the head office was implemented in cooperation with PostFinance, IT Post and screenFOODnet.