



## Retail Banking — Industry in Transition

Retail Banking is going through a dramatic transformation, changing customer behavior, innovative use and adoption of technologies, digitization of business and increasing expectations. All the while, they're reducing costs, growing top-line revenue, mitigating risk, and delighting customers in new, more effective ways.

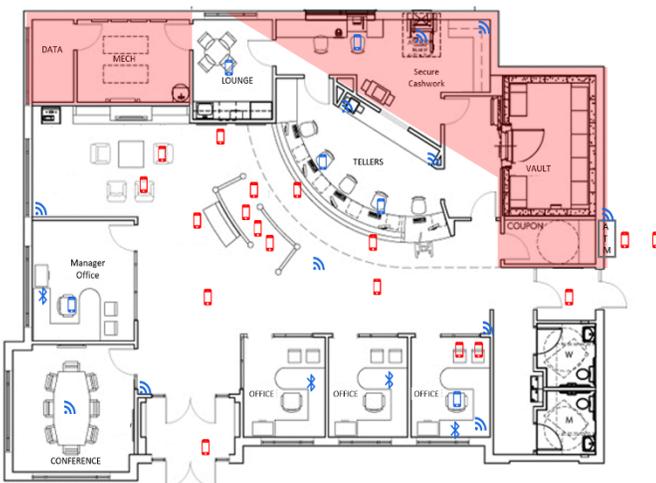
Traditional retail banking models are expensive to deploy, staff, operate and maintain. Banks have implemented customer self-service models to offset these costs, but branches remain highly relevant as a place where customers go to have face-to-face conversations with financial advisers and receive assistance in performing complex transactions.



Quality of service and personal engagements during these transactions are vital to ensure customer satisfaction. Banks can secure high satisfaction ratings by redesigning their branch processes and transforming staff from tellers and salespersons to relationship-oriented “universal bankers.”

How can a branch transform to better understanding the individual customer, utilize staff more effectively and increase human ROI?

Enter Inpixon Indoor Positioning Analytics (IPA), an indoor positioning and data analytics solution to deliver simultaneous locationing, monitoring and analysis for virtually any and every mobile device and asset— enabling a complete understand of how visitors are using each branch of your retail bank.



Inpixon IPA shows visitor journey, differentiating between employees (blue) and customers (red)

### Inpixon Indoor Positioning Analytics (IPA)

Inpixon IPA for Retail Banking uses the signals emitted by mobile devices to gather information on visitors to the retail branch. Using the mobile device as a proxy for customers. Unlike other systems, Inpixon IPA is not limited to Wi-Fi (30% accuracy) or Bluetooth (<10%). Inpixon IPA uses a combination of Wi-Fi, Bluetooth (not just BLE) and cellular (100% of cellular phones) to develop a complete and accurate picture of your clients.

Banks can, for the first time, truly and definitely answer the “who, what, where, when and how” questions about their customers.

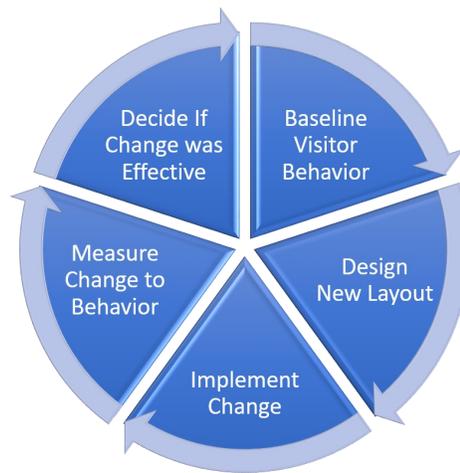


“Our customers are using Inpixon IPA to get accurate counts of visitors, repeat visitors, and how long they stayed in what areas. This information give our customers the ability to make data driven decision on how they manage their business and plan for the future” – Soumya Das – Inpixon CMO, in [GeoMarketing](#), May 2017

Banks are designing and opening more efficient branches. One such bank is using Inpixon IPA to understand how their customers are using their current branches, how long they wait, where they go in the branch and what services, such as tellers, bankers, or ATMs are used. With this knowledge of their customers, this bank will validate the efficiency of new branch design with added automation, including remote teller kiosks and shifted personnel to full service bankers, helping customer make more informed decisions about their finances. Going forward this bank will be using Inpixon IPA in evaluating what further improvements can be made, creating a continuous improvement cycle and increasing customer delight.

## Improved customer satisfaction with IPA

- Understand how customers use the branch; where they go, how long they stay, what services they use.
- Measure performance and customer utilization pre- and post-transformation to understand the impact of changes.
- Continuously validate the design, layout, staffing mix and technology use within the branch to ensure optimum levels based on customer interactions and journey.



Inpixon IPA allows data-driven decisions for branch changes

## Key Benefits of Inpixon IPA

- Continuous operation for deeper, more detailed customer understanding
- True customer location (not merely proximity or position)
- 100% visitors detection by mobile device, not just a Wi-Fi-enabled devices
- Industry’s most accurate visitor footfall counts without duplication, time gaps or miscounting of “non-people”
- Distinguish between employees, visitors, and transient foot traffic
- Passive and private – “listen-only” technology does not collect personally identifiable information or interfere with wireless networks or devices
- Discover new marketing opportunities based on customer behavior
- Understand how building layout changes affect foot traffic
- Optimize branch staffing levels based on visitor trends
- Improve security and safety with real-time monitoring

Visit us today! [www.inpixon.com/IPA](http://www.inpixon.com/IPA)