



HSBC's origin in India dates back to 1853, when the Mercantile Bank of India was established in Mumbai. The Bank has since, steadily grown in reach and service offerings, keeping pace with the evolving banking and financial needs of its customers.

In India, the Bank offers a comprehensive suite of world-class products and services to its corporate and commercial banking clients as also to a fast growing personal banking customer base.

With almost 50 branches spread across the country the biggest challenge is trying to disseminate information to employees, getting the Right Information to the Right People at the Right Time.

The Solution

Experia Digital Signage platform empowers the bank employees to create compelling digital signage content from their desktops.

Messages are broadcasted or narrowcasted to all branches or selective locations using Experia's triple DES encrypted Digital Signage delivery platform via the existing IP infrastructure of the bank.

Experia affords them the flexibility to run promotional videos, newsletters, emergency tickers on a variety of subjects including organization news, employee events and benefits.



Benefits

- Experia replaces the traditional method of disseminating information.
- HSBC employees now have the power to generate the content Package content in an attractive manner with compelling 'not to be missed' animation and video effects.
- Bank employees are thus better informed while reducing costs associated with using traditional media.
- Customer are well informed about products and Services.

About Intellvisions and Experia

Intellvisions is a leading provider of self-service technologies.

Since 1994, Intellvisions has been committed to developing innovative solutions that help global organizations achieve their most important objectives... generating more revenues while increasing operational efficiency and reducing transaction costs. We serve the most demanding customers known for setting the highest benchmarks in customer service.

Our products stand out for their innovative engineering, long-term value and our proven ability to solve business problems of our customers using imagination and insight. They are built on the foundation of our long-established industry knowledge in image processing, control electronics and system engineering capabilities. They reflect the creativity of our diverse team of product designers and software specialists.

Organizations in over 11 countries rely on Intellvisions to drive up their operational efficiency, enhance the security of transactions while and reduce transaction costs taking their business to a new level of competitive advantage.

Intellvisions Experia-Digital Signage platform enable precise location & time based delivery of digital content.