Making Banca Popolare del Cassinate the bank of the future...now."

> *The customer is at the heart of the Bank's strategic and organizational choices. This is why we are investing in technologies that allow us to create a personalized relationship with our customers, at every point of contact.*
>
> **Dr. Giuseppe Fiorillo—Head of BPC Marketing**

The Banca Popolare del Cassinate (BPC) was founded in 1955 with the aim of promoting the rebirth and economic development of Cassino - which had been battered by bombing.

With 25 branches, 150 employees and more than 1600 members, BPC is now the oldest local people's bank in the province of Frosinone and represents an important benchmark for growth and development in the region.

Over its 60-year history, BPC has demonstrated its "double soul": on the one hand, **its strong connection to the culture and traditions** of the people of Cassino, and on the other, its focus on **opening up to the future through technology and innovations.**

"The customer is the focus of our group strategy at Banca Popolare del Cassinate," says Giuseppe Fiorillo, head of Marketing. *"We have created a new way of being a bank and living as a bank: a structure that is not limited to the simple provision of services, but that also reaches out to customers and meets all of their needs. At each of our new locations, for example, we set up a children's area, a bar for customers to relax in, a shopping area, a hanging garden, a conference room and an exhibition space for members and customers. We also initiated a Remote Expert service, with a consultant who interacts with his or her customers using videoconferencing."*

www.qmatic.com/it

The Challenge

The natural inclination to listen and determine customer satisfaction was the impetus for BPC to look for new ways to improve the **Customer Journey** within its branches. *"We were looking for a solution that would bring even more organization, that would reduce waiting times and provide timely and up-to-date information throughout the customer's visit to the bank,"* continues Dr. Fiorillo.

The Solution

Our meeting with Qmatic Customer Experience Solutions led to a pilot project (at two major branches) based on **Qmatic technology: Digital Signage** and **Self-Check in Kiosk** systems.

The Results

The Group's management was immediately impressed with the results of the solution implemented.

"Work productivity has increased, the average waiting time has decreased, and our customers are kept informed and up-to-date throughout their entire visit. In addition, the Digital Signage systems can potentially enable us to transmit certain promotional or informational messages," continues Dr. Fiorillo. *"And the fact that it is a technology that is easy to install has made it even faster and easier for us."*

Of course, this is only the first step in a medium to long-term project, which will allow BPC to put even greater focus on the **Customer Experience.**

"Our focus is now on Meet&Greet technologies and solutions that connect the physical world to the online world. We are striving towards investing in creating an ever more satisfying and pleasant experience for our customers and our staff. We believe this is the most efficient way of doing banking and further strengthens the connection to the region. Technology and tradition: For us, this is the Bank of the Future."

THE PROJECT

BANCA POPOLARE DEL CASSINATE, founded in 1955, is the oldest local people's bank in the province of Frosinone and represents an important benchmark for growth and development in the region.

SECTOR: banking

COUNTRY: Italy

DISTRIBUTION: more than 25 branches throughout Lazio region

THE CHALLENGES

- Improve the customer's experience in the branch
- Reduce waiting times
- Increase work productivity

THE SOLUTION

- Qmatic platform
- Check-in Totem
- Digital Signage systems
- Business Intelligence Module

MAIN ADVANTAGES

- Increase in work productivity
- Customers' check-in times significantly decreased
- Customers feel more satisfied and engaged
- Full control of branch performance using the Business Intelligence module

QMATIC