

GOVERNMENT

Government Housing Bank Adopts a Better Communication Strategy with Digital Signage Solution

BRIEF PROFILE

Place: Thailand

Industry: Government

Solution:

- SMP Player x 150
- CMS Server x 1



Government Housing Bank

Government Housing Bank (GH Bank), a state-owned Thai bank, mainly provides housing finance services for customers through its 150 branches nationwide.

Background:

GH Bank adopted CAYIN's digital signage solution to better communicate its newest and key home loan products and information to customers as well as display queuing information, providing the best service to forge stronger customer relationships.

Government Housing Bank in Brief

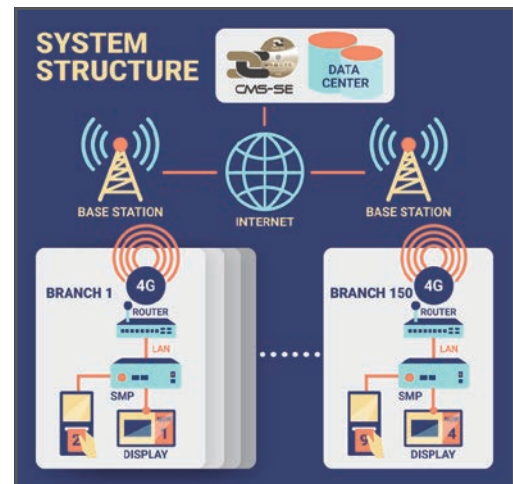
Government Housing Bank (GH Bank) is a state-owned bank, playing an important role in offering housing finance-related services including condominium purchase, refinance, home construction, repair loans, etc to people in Thailand. To further improve communication with customers at the branches and adopt a display queuing system, GH Bank deployed CAYIN's digital signage solution for providing better services to attract and retain a wide customer base.

Fast Installation of Digital Signage Solution through 4G network

To speed up the whole installation, GH Bank and DMaSStech (distributor of CAYIN's solution in Thailand) came up with the idea of using the 4G network to connect the SMP digital signage player with CMS-SE hosted in a data center. On the one hand, it saves the time and resources needed to apply for the wired network. On the other hand, it can transmit multimedia audio and video information without occupying the bandwidth of the bank's own network.

CMS-SE digital signage server, located in the data center, is managed and maintained by DMaSStech (distributor of CAYIN's solution in Thailand). Its remarkable scalability of scope expansion, high flexibility of hardware selection and reliable redundancy mechanism make CMS-SE the perfect solution for this project.

The banking industry places a high priority on network security, data offloading, and non-stop service. GH Bank demonstrates a great installation of bank public information display over 4G network with CAYIN digital signage solutions.



Queuing System Integration Enhances Customer Service

CAYIN's engineering team has successfully integrated the branch's original queuing system with SMP digital signage player. The flexibility of SMP digital signage player and CAYIN's customized service make it possible to meet the users' needs and complete the project in a short period of time. In an era of application differentiation, CAYIN's digital signage solutions are once again recognized by customers.

The Importance of Effective Communication in the Banking Industry

Effective communication and the best customer service are key elements to succeed in the competitive banking market. CAYIN's digital signage solution successfully helped GH Bank provide better services and communication with its customers and build long-lasting customer relationships.

CAYIN Technology in Brief

CAYIN Technology is a 16-year professional digital signage solution and software developer from Taiwan. By offering a complete portfolio of appliance-based digital signage solutions, CAYIN dedicates itself to being a reliable partner to clients worldwide and has successfully set up various applications globally. In order to best facilitate the deployment of its products, the company also provides tailored services to satisfy the ever-growing market demand for almost limitless applications.

DMaSStech in Brief

DMaSStech Company Limited is established with the vision that the digital media and digital signage solution will be the most effective tools for marketing communication and public relation, mass and widespread in the media world. Its service includes digital signage solutions, digital display installation, mobile application development, and digital showroom design. With over 12 years' experience, DMaSStech has accomplished over 500 projects with CAYIN's digital signage solution in providing both the stand-alone solution and the networked solution.



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