



How Liberty National Bank is solving the internal and external communication puzzle with Netpresenter

The operations team of Liberty National Bank, a community bank operating in Central and Northwest Ohio, was searching for internal communication channels that could reach all employees with immediate communication and alerts. Simultaneously, the bank's marketing team looked for digital communication solutions to inform customers in office lobbies. The teams combined their wishes and found one platform that could do both: Netpresenter.

Netpresenter is a welcome addition to the community bank's existing intranet. Heather Cox, Director of Marketing and PR at Liberty National Bank, explains: "We have an intranet with various pages for various departments and topics. It is an almost social media type of intranet where people can post questions or ideas, which works well. However, employees look at the intranet when they have a minute to spare, so we don't use it to spread immediate communication. Our

solution for immediate communication is Netpresenter messages on employees' screensavers and phones."

IMMEDIATE AND CONSISTENT INTERNAL COMMUNICATION

Immediate communication used to be spread via a call tree: different people would call different people to spread news and information. "Information would sometimes fall through the cracks," laughs Heather. Netpresenter allows Liberty National Bank to reach all employees – whether they're working at the office or remotely – with immediate and consistent communication. "Netpresenter is great for efficient mass communication," says Heather. "Our operations team uses Netpresenter to spread alerts with information we want employees to know immediately." Heather: "We keep our employees informed and safe by sending out alert messages to employees' screensavers and text messages to their phones. These messages include weather, security, and

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downtime alerts. For example, we had to close one of our offices recently due to a bad snowstorm. Our operations team creates an alert that goes out to all the people that need it, so everyone is informed and knows: hey, we're not opening until 10.00 AM this morning. It's something that can go out immediately to everybody, and that's what we really love about it."

UNIQUE AND DYNAMIC EXTERNAL COMMUNICATION

As Director of Marketing and PR, Heather had wanted to implement digital

communication in Liberty National Bank's six offices for a while. Luckily, Netpresenter easily lends itself to this purpose, too. In addition to the text messages and screensavers for internal communication, the bank now uses Netpresenter digital signage in its lobbies to reach customers and visitors.

Heather is very pleased with this solution: "These screens get messages to customers in a different, unique way. Often, our customers will be briefly waiting to do their transaction or see a loan officer. Netpresenter gives them something fun to look at. The TVs show our products and services that customers

may not know we have, so we do a lot of specific ads on the TVs. Digital signage is a dynamic avenue that I think is more appealing than a stagnant poster or a flyer. It's fun, it looks fun, and it draws the attention."

TAILORED INFORMATION FOR NICE CONVERSATIONS

Netpresenter allows the bank to provide its customers with tailored information on upcoming events, weather, and other local news. Heather: "I can show overall promotions in all locations. But I also often create different pieces for advert promotions or events that are going on and tailor them to each office. I love that

it allows me to create specific slides for specific locations so that each office can have its own presentation."

The local news slides turn the screens into great conversational pieces. Heather: "We like to get our customers involved and let them know what's happening around the area. That's why I also put on local seasonal pictures. Or I show fun campaigns that we're doing, such as our 'shred week'. People can come in and bring documents they want shredded, and we shred these for them. Employees can talk about these things with customers. Especially if they're meeting with a new customer, they can just have a nice conversation about what's on the screens." A great way to break the ice!



CHALLENGE

Liberty National Bank's biggest challenges were reaching all employees with immediate communication and alerts and informing customers in lobbies with digital communication solutions.

SOLUTION

Immediate communication and alerts are now published via screensavers on employees' laptops and spread via text messages that go directly to employees' mobile phones. Customers are informed through large digital signage screens in Liberty National Bank's office building lobbies.

BENEFITS

Employees are always up to date with important, immediate communication and information, as it meets them where they are: behind their desks or on their phones. Employees are kept up to date with new campaigns, promotions, local news, and new products and services.

About Liberty National Bank

Liberty National Bank is a community bank operating in Central and Northwest Ohio. The bank provides personalized, high-quality services across six locations in central and northwest Ohio. Liberty National Bank has been invested in its local community since 1893. The team strives to meet its customers' financial needs and goals with modern banking tools and excellent customer service. Liberty National Bank is Member FDIC.

www.myliberty.bank