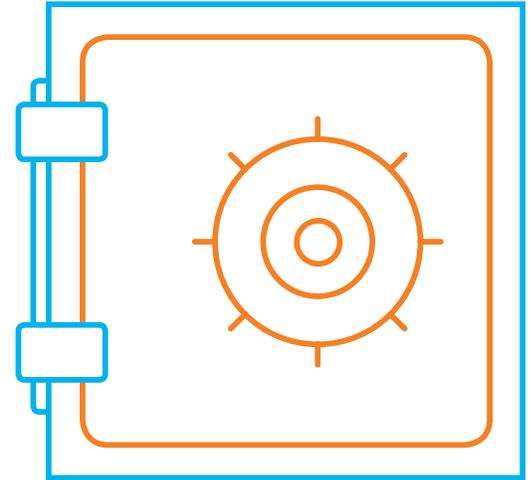




The situation

Made up of insurance companies, venture capital organizations and private equity firms, the U.S. financial market is the largest and most liquid in the world.¹ Traditionally slow to adopt new technologies, the financial industry has just entered the digital phase. As a result, conventional financial institutions are beginning to feel the impact of new financial companies leveraging the latest technologies.² A first step banks and other financial service businesses can take is to pay more attention to their clients' needs. With a deep variety of programming options, DIRECTV is an effective tool at improving client services.



Best practices for a better waiting room

While larger initiatives may be in order for the old regime, being client-focused is a winning approach for all financial institutions, and enhancing every in-person visit is essential for building loyalty. Keeping clients entertained and informed with DIRECTV can make an immediate impact.



Invest in television service

Choose a package that'll create a relaxing atmosphere, provide up-to-the-minute news information or simply make your lobby more inviting.³



Offer complimentary Wi-Fi

When clients can interact with friends on social media, answer e-mails, or watch YouTube videos while waiting, they're far less likely to notice the time passing.³



Encourage social check-ins and gather customer data

Encouraging client to "check in" at your office on social media helps you take advantage of valuable word-of-mouth marketing through your current customers' networks.³



Create a pastime for the pint-sized

By making your waiting room a fun environment for kids, you'll both dramatically improve their parents' experience and reduce the chances that the children may disrupt other waiting clients.³



DID YOU KNOW?

More than a quarter of the Fortune Global 500 companies are headquartered in the U.S. due to its robust financial services sector.¹



Why DIRECTV makes dollars and sense

Financial service companies can create a more inviting environment by making a simple change. DIRECTV can enhance their perception as a cutting-edge business while elevating the on-site experience for both clients and employees.

1 Embrace the future

PROBLEM

According to the McKinsey global banking annual review, legacy financial institutions will endure a 20–60% drop in profits by 2025 if they don't evolve digitally.²

SOLUTION

A basket of lollipops won't win over clients these days. Banks and other financial institutions need to show clients they're forward-thinking and have a firm grasp on technology. Having the crystal-clear picture of DIRECTV on display is an easy way to assure clients they're doing business with an innovative company.

2 Improve the client experience

PROBLEM

Long lines during busy periods are unavoidable for many businesses in the financial services industry.

SOLUTION

DIRECTV helps make a client's wait time seem shorter. According to video marketing provider Spectrio, clients who are presented with digital screens in a waiting room reportedly felt a decreased wait time by 33%—making a 30-minute wait feel more like a 20-minute wait.⁴

3 Boost employee loyalty

PROBLEM

Stress and long hours on Wall Street have become so unhealthy that Bank of America had to require analysts to “take four days off a month” on the weekends. And JPMorgan Chase & Co. has said that one weekend a month should be protected.⁵

SOLUTION

Working in the financial services industry can be extremely demanding. Employees can burn out quickly if they aren't given the opportunity to rest and relax. A solution as simple as having DIRECTV in the breakroom can go a long way to helping overworked employees tune out for a few minutes to recharge their batteries.



DIRECTV is a smart investment

DIRECTV is an invaluable tool for making clients feel welcome, helping employees feel less stressed and keeping financial institutions informed on the latest news.



Making waiting entertaining

Provide an alternative to sighing and clock watching when lines get long.



Keep employees informed

From the stock market ticker to the latest financial stories, DIRECTV keeps everyone connected to the news they need.



Give 'em a break

Let workers unwind with their favorite shows, movies and sports while they eat lunch or take a break.



Make it warm and welcome

Get a leg up on the competition by avoiding the stereotypical all-business environment associated with financial companies.

95%

The percentage of banks surveyed by law firm White & Case that said they will buy or invest in emerging technology companies in the next 18 months.²



Stock up on these optional add-ons

Cashing in on a more personalized client experience is as easy as adding these incrementally valuable DIRECTV features to their service.



Game on

Fans won't miss a minute of the action when you give them our popular sports packages. Pump them up with NFL SUNDAY TICKET, MLB EXTRA INNINGS® and NBA LEAGUE PASS, just to name a few.



TV that speaks their language

DIRECTV is fluent in international programming, so there's a wide variety of foreign-language packages featuring channels from around the globe.



More everything

Go beyond the essentials with a higher-tier package that offers a bigger selection of channels for more news, sports and entertainment.

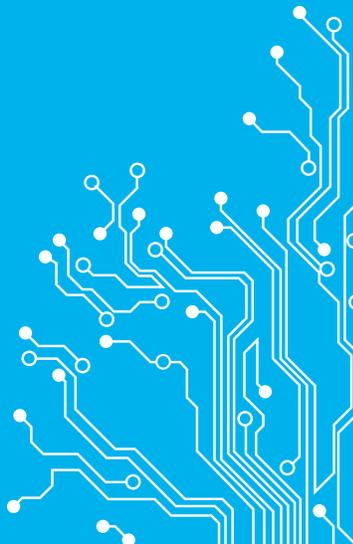


4 PLACES DIRECTV MAKES A DIFFERENCE

- 1 Make a strong impression in the entryway.
- 2 Take their mind off delays in the waiting room.
- 3 Keep the staff informed in the conference room.
- 4 Add some entertainment to the breakroom.

3 YEARS

How long it will take for artificial intelligence to become the main way banks interact with their customers, according to an Accenture survey of 600 top bankers.³



\$1.295 TRILLION

The amount financial markets in the U.S. contributed to the gross domestic product in 2015.¹

¹ <https://www.selectusa.gov/financial-services-industry-united-states>

² <https://hbr.org/2017/07/the-financial-industry-needs-to-start-planning-for-the-next-50-years-not-the-next-five>

³ <http://newsok.com/article/5487207>

⁴ <https://blogs.spectrio.com/how-to-customize-your-waiting-room-tv-using-live-cable-pass-through>

⁵ <https://www.nytimes.com/2015/06/02/business/dealbook/reflections-on-stress-and-long-hours-on-wall-street.html>

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