

FNB adds gesture technology in branch

FNB has launched interactive gesture technology in its Canal Walk cashless branch, dotFNB. This motion sensor technology recognises the movement of shoppers that pass by the storefront, prompts messaging and allows those who choose to interact with the screen to explore its banking products and services. Moreover, customers can apply for an account, 24 hours a day, seven days a week.



"As an innovative bank we understand that our customers are looking for different ways of interacting with us and as our banking platforms have evolved to cater to a variety of everyday banking needs, the gesture technology adds another dimension to our communication with customers," says Kim Gibson-Van der Walt, head of dotFNB.

"Consumers are bombarded with marketing and advertising information and we wanted to give people the freedom to choose their own content, when it suits them."

This type of technology, which was initially designed for a more interactive gaming experience, was quickly recognised for the opportunities it held in terms of advertising.

"Customer migration to our digital banking channels is very important for us and we realised that we could use gesture technology to communicate virtually as well."

In addition to advertising communication, the system also enables customers to view the cheque accounts and smart devices offered by FNB and instantly apply for them. A cheque account and smart device bundle can be selected on the spot by gesture browsing through a catalogue of the products available. Once the customer has selected the bundle of choice, a unique code is displayed on the screen that the customer sends via SMS - this concludes the logging of an application and can be done in less than 5 minutes. The customer will then be called by a consultant within 24 hours to finalise the application process and ensure that the new account and smart device deal is active.

The branch incorporates the latest technology such as a Microsoft Surface and video conferencing facilities where customers can instantly chat to a banking specialist to discuss their banking needs. The ability to acquire smart devices in dotFNB, buy the accessories to match and have people assist with the migration and education on digital channels, makes it a hub where technology meets human interaction.

"This is another technology first for the bank that allows us to pass the benefits of convenience and cost saving to our customers," concludes Gibson-Van der Walt.