7SIGNAL

HOW REGIONAL AND GLOBAL FINANCIAL INSTITUTIONS ENHANCING EMPLOYEE PRODUCTIVITY AND CUSTOMER EXPERIENCE WITH 7SIGNAL

7SIGNAL IN ACTION: BANKING INDUSTRY

AT A GLANCE

In the banking industry, reliable wireless connectivity is crucial. A poor experience affects the customer and employee experience. 7SIGNAL steps in to arm Wi-Fi teams with insights to resolve issues quickly.

A PHASED APPROACH

1. Assessment
2. Deployment
3. Monitoring & Analysis
4. Optimization

THE SITUATION ⌄

In the competitive banking sector, both regional and global financial institutions recognize the need to enhance operational efficiency, employee productivity, and customer satisfaction.

With multiple high-density office spaces, retail stores, and a substantial remote workforce, banks are faced with challenges in maintaining consistent, high-quality Wi-Fi connectivity. To address these issues, financial institutions have adopted 7SIGNAL's comprehensive Wi-Fi optimization platform, incorporating both Wi-Fi and RF sensors along with endpoint agents.

Financial institutions encounter several challenges that impact its operational efficiency and customer service:

- **Inconsistent Wi-Fi Performance**: In high-density office environments, employees experienced slow and unreliable Wi-Fi, hampering productivity and internal communication.
- **Customer Experience in Retail Stores**: Customers faced difficulties accessing online banking services such as loan applications due to poor Wi-Fi connectivity, leading to dissatisfaction and potential loss of business.
- **Remote Work Connectivity**: With a significant portion of the workforce operating remotely, ensuring stable Wi-Fi connectivity became crucial for uninterrupted business operations and employee satisfaction.

THE RESULTS

Enhanced Employee Productivity
Financial institutions observed a marked increase in Wi-Fi reliability and speed, leading to improved employee productivity.

Improved Customer Satisfaction
Retail stores witnessed fewer complaints regarding Wi-Fi, enhancing the customer experience and engagement with in-store digital services.

Reliable Remote Work Connectivity
Remote employees reported fewer connectivity issues, resulting in higher job satisfaction and more efficient work-from-home environments.

THE SOLUTION ⌄

7SIGNAL | AGENTS

Deployed across high-density office spaces and retail locations to continuously monitor Wi-Fi performance, identifying and diagnosing issues such as interference, congestion, and coverage gaps. These sensors are strategically placed to analyze the radio frequency environment, helping to optimize Wi-Fi channels and power settings for enhanced performance. Each vendor agnostic sensor can monitor up to 6 access points.

7SIGNAL | SENSORS

Installed on employee and shared devices, these agents provided insights into individual user experiences, allowing for precise troubleshooting and performance improvements.