



VISUAL COMMERCE BANKING AND HOSPITALITY

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VISUAL SOLUTIONS

VISUAL RETAIL

Retail



VISUAL COMMERCE

Hospitality
(Restaurants/Hotels)



Banking



VISUAL COLLABORATION

Education



Corporate



VISUAL INFORMATION

Transportation



Entertainment



Medical



Smart Cities



THE CUSTOMER EXPERIENCE IS KEY



Source: Based on Deloitte 2018 Outlook

BANKING

Financial Institutions, Wealth Management, Investments & Insurance

“Every brick and mortar financial institution globally is struggling with the same overwhelming and crippling pain point, which is how to sustain relevancy in a market that has vastly differing consumer needs – seniors to millennials. We view innovative technology as the bridging factor, while continued education and training for our staff is viewed as the essential underpinning for the organization.”

Wells Fargo Executive
Q1, 2019

IS THE BANK BRANCH STILL RELEVANT?



77%

of banking customers prefer to visit a branch in person to discuss lengthy financial matters

MORE THAN
50%

of consumers still prefer going into the bank branch for

- ✓ New Account Opening
- ✓ Financial Planning
- ✓ Investment Advice

Source: Celent, 2018 Survey

BANK BRANCH KEY OBJECTIVES

1

**Better Utilization of
Labor
Increased Productivity**

2

**Centralized Expertise
Optimize Systems, Humans
& Technology**

3

**Lift in Transactions &
Revenues
Upsell of Products &
Services**

4

**Convergence of
Innovative
Technology +
Banking Personnel**

WIN!

- Increased Profits
- Lower OPEX
- Innovative Technology

BANKING DIGITAL TRANSFORMATION

- 1 Visual & Proximity Loyalty Mgmt.
- 2 Visual & Proximity Loyalty Mgmt.
- 3 Visually Aware Self Service KIOSK
- 4 Visually Aware Service KIOSK
- 5 Quick Service Counter
- 6 Visual Chatbot screen
- 7 Personal Banking/Teller
- 8 Virtualized Service Terminal
- 9 Virtual Banking Expert
- 10 Customer Aware Signage Wall
- 11 Corporate Collaboration
- 12 Meeting/Conference Room
- 13 Intelligent Operation room with Server
- 14 Visual Inventory Management, Security & Surveillance



BANKING DIGITAL TRANSFORMATION

Key Drivers

1. Cloud services will organize banking activities
2. Artificial Intelligence Will Keep Progressing
3. Mobile Banking Will Be More Effortless
4. More Blockchain Security
5. Updated ATMs/VTMs
6. Security Will Become Sturdier
7. Partnerships to accelerate the digitalization transformation



HOSPITALITY VERTICAL

Hotels/Resorts/Casinos

Restaurant/QSR/Fast Casual

IMMERSIVE RESORT EXPERIENCE

- 1 Bellman Service Kiosk
Self Check-in Kiosk
Visual Analytics Customer ID
- 2 Property Wayfinding Kiosks
- 3 Lobby Self Check-in Kiosk
mPoS, POS, Signage, Digital Menu
- 4 Pool/Spa
CV/AI Safety System
- 5 In-Room
Enhanced Collab Display
- 6 Autonomous
Grab and Go
- 7 Business Video Collab Room
Video/Whiteboard Collab
System
- 8 Remotely Managed
Signage/Menus
- 9 Restaurant
Back-of-House Kitchen
Displays Visual Food
Quality
- 10 Restaurant Self Service
Kiosk PoS, Menu Board
Digital Signage
- 11 Property Wide CV/AI
VIP – Loyalty System

**CUSTOMER PREFERENCES
CUSTOMER BEHAVIOR**

**RESPONSIVENESS
SITUATIONAL AWARENESS**

CUSTOMER DELIGHT

**CUSTOMER CAPTIVATION
PRODUCTS UPSELL**

ENHANCE PROPERTY VALUE

+ AVERAGE ROOM RATE

+ AVERAGE DAILY OCCUPANCY

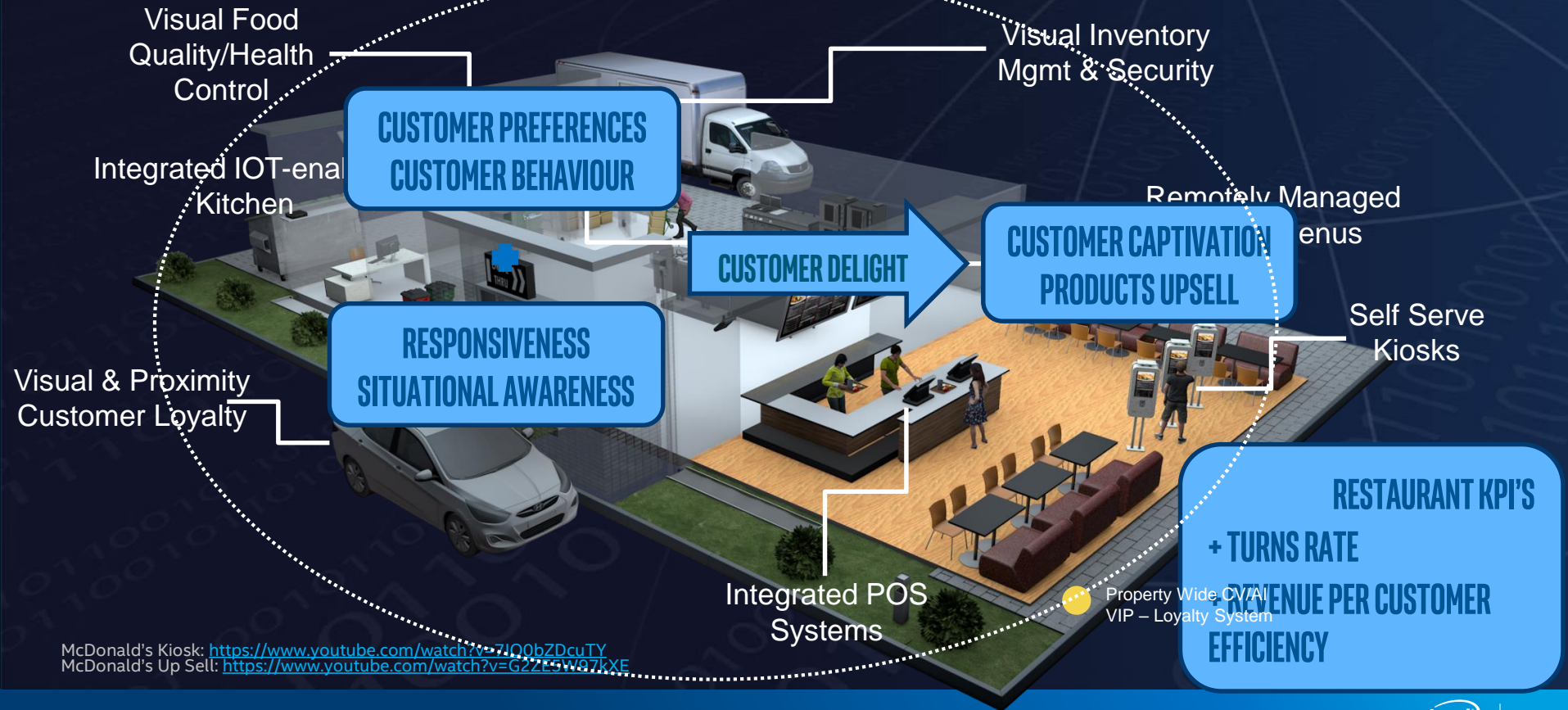
- OPERATIONS

+ BRAND PROTECTION

HOSPITALITY SEGMENTATION

	BUDGET HOTEL AND INN	BOUTIQUE HOTEL	BUSINESS HOTEL	LUXURY HOTEL	INTEGRATED CASINO/RESORT	CRUISE SHIPS
Properties	<ul style="list-style-type: none"> ▪ Low room rates ▪ Minimal services and amenities 	<ul style="list-style-type: none"> ▪ Various price range ▪ Unique and stylish deco ▪ Less number of staff 	<ul style="list-style-type: none"> ▪ Appreciate convenience and consistency ▪ Conference and meeting facilities 	<ul style="list-style-type: none"> ▪ High price tag and emphasize on loyalty programs ▪ Deliver excellent services with attention to detail. 	<ul style="list-style-type: none"> ▪ Include recreational facilities like casino and theme parks ▪ Provide enjoyable and memorable guest experiences 	<ul style="list-style-type: none"> ▪ Facilities and activities around the cruise are the focus ▪ Room comfort is not the priority
Main target audience	Budget travellers	Young and tech-savvy travellers	Business travellers	High income travellers	Travellers with family	Travellers with family
Technology Solutions	<ul style="list-style-type: none"> • Self-service kiosk • Autonomous vending • Digital Signage 	<ul style="list-style-type: none"> • Self-service kiosk • Autonomous vending • Digital Signage 	<ul style="list-style-type: none"> • Self-service kiosk • Autonomous vending • Digital Signage • Analytics • Interactive Flat Panel Display • Edge Server 	<ul style="list-style-type: none"> • Digital Signage • Analytics • Interactive Flat Panel Display • Video Wall • Edge Server 	<ul style="list-style-type: none"> • Self-service kiosk • Autonomous vending • Digital Signage • Analytics • Video Wall • Edge Server 	<ul style="list-style-type: none"> • Autonomous vending • Digital Signage • Analytics • Video Wall • Edge Server

RESTAURANT OF THE FUTURE DIGITAL TRANSFORMATION



VISUAL COMMERCE KEY INITIATIVES

- ❑ Banking, Financial Services
 - ❑ AI Virtual Assistant Integration into Kiosks, Signage, and Collaboration Systems
 - ❑ Payment Grade Face ID
 - ❑ Relationship expansion directly with Tier 1 Banking Institutions
- ❑ Quick Serve Restaurants
 - ❑ Drive Thru Reference Software Implementation
 - ❑ Self Order Kiosks Capabilities Expansion
 - ❑ Face Payment Integration
- ❑ Hotels/Resorts/Casinos
 - ❑ Visual/Non-Visual Analytics for VIP/Loyalty System Enhancement

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