TROUDIGITAL

PROPOSAL · 2026

HQ DIGITAL SIGNAGE

Skipton Building Society.

A scalable and innovative HQ takeover, offering reliability, consistency and flexibility to Skipton.

PREPARED FOR
SKIPTON BUILDING SOCIETY

PREPARED BY
TROUDIGITAL

DOCUMENT
HQ SIGNAGE PROPOSAL

Project **Overview.**

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TrouDigital proposes a scalable digital signage solution for SBS, designed to support both the repurposing of existing screens and the deployment of additional commercial display screens across HQ.

The proposed solution would provide SBS with a **centrally managed yet operationally flexible** platform, allowing individual departments to manage local content whilst maintaining oversight from Comms.

The platform can be configured specifically for SBS' operational structure, allowing for integrations with existing systems.

PLATFORM SUPPORTS

- ✓ Digital menus
- ✓ Digital notice boards
- ✓ Live RSS data
- ✓ Live weather and traffic
- ✓ Scheduled and seasonal content
- ✓ Interactive content
- ✓ Multi-screen and multi-site content management

BY THE NUMBERS

2K
Happy customers globally

10k+
Screens in operation globally

28
Countries with operational screens

24/7
Remote hardware monitoring

TRUSTED BY LEADING BRANDS

BRITISH AIRWAYS · PORSCHE · NHS · UNIVERSITY OF OXFORD · asos · Morrisons

Getting This **Right.**

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You asked, and we've listened. Here are four must haves we've identified from our initial conversations, and how we would plan to action each of them.

01 · BILLING

Pro-rata billing across the contract term

We offer one, three and five year contracts. Anything added during the term is automatically pro-rated to the contract end date, so if a licence was added two months into a three year contract, it would be billed for the remaining two years and ten months. That keeps ordering and billing simple for the end user.

- One, three and five year contract options
- Additions pro-rated to the contract end date
- One aligned renewal date instead of several

02 · SUPPORT

Taking the support burden away from Comms

A lot of screen support currently lands with Comms. We would move that burden into the hands of our UK based support team, so Comms could focus on communications rather than fault-finding.

- UK based support team as the first point of contact
- Comms freed from day-to-day screen queries
- Proactive monitoring, with issues picked up behind the scenes

03 · PARAMETERS

One piece of content, localised for 86 branches

Across 86 branches, building localised content by hand would not be realistic for Marketing, yet local detail is exactly what customers notice. Our parameters feature lets Marketing build one piece of content and the platform fills the blank fields with the right local detail for each screen.

- Branch name, location and local weather filled in automatically
- Head office could add rates by department, such as mortgage and savings rates
- One template to build, maintain and update

04 · INNOVATION

A partnership that keeps moving forward

We hope this proposal demonstrates the innovation we are driving. At TrouDigital we are committed to improving our offering, and to help us do that we appoint account managers to arrange regular meetings with clients.

- Regular showcase meetings arranged by your account manager
- Early visibility of new platform features
- Skipton's feedback feeding into our product roadmap

Recommended Account **Structure.**

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A three-tier hierarchy would give Skipton central brand governance from Comms, day-to-day flexibility for departments, and room for Marketing to take on customer-facing screens later.

Full Network Management COMMS

01

- Comms would control the full network
- Brand guidelines locked in at template level
- Parts of the content can be fixed centrally

Department Access LINE MANAGERS

02

- Access would be limited to screens in their business area
- Add employee information without deviating from templates
- No risk of changing another department's screens

Marketing PHASE TWO

03

- Could take control of customer-facing screens
- Localised content built quickly in the platform
- Campaigns published to selected sites

THIS STRUCTURE ENSURES

Operational flexibility

Controlled delegation

No accidental changes

Scalability

Support & Monitoring.

Screens only deliver value when they are on. Our support team would keep the estate live, with visibility for Skipton and intervention from us before it becomes a ticket.

UK based support

Our support team sits in the UK, so Skipton would speak to people who know the estate, in the same working day and the same time zone.

Reporting dashboard, 24/7

Skipton would have access to a reporting dashboard that is operational around the clock, showing screen status and playback history whenever it is needed.

Proactive monitoring

The team frequently handles support proactively, alerting customers when screens go offline and working behind the scenes to bring them back online.

Cross-department collaboration

Skipton would be onboarded by our projects team, then looked after day to day by support. The two work closely together, sharing site detail and content decisions so nothing would be lost in the handover.

A named account manager

Skipton would have a named account manager on the account, taking every enquiry and routing it to the right department, whether that is support, accounts or marketing.

Dashboard availability

24/7 access to screen status reporting.

Offline alerting

Customers are told when a screen drops, not the other way round.

Based in the UK

No offshore call handling between Skipton and a fix.

Screens & Media Players.

The platform is hardware agnostic, so Skipton can repurpose existing screens and add new displays where they earn their place.

SCREENS

Standard commercial displays

Professional panels built for continuous operation, in the sizes and orientations that suit HQ walls, atriums and back-of-house areas.

Touch screens

Interactive displays for wayfinding, staff self-service and browsing product or rate information at the point of interest.

Interactive kiosks

Free-standing units for reception and public spaces, combining a branded enclosure with interactive content.

MEDIA PLAYERS

MATCHED TO THE JOB

The right player per screen

We hold a range of media players and would deploy the one suited to each screen's intended purpose. Every player can be managed remotely from the same platform, so a mixed estate would still be one place to work.

- ✓ Touch or non-touch players, chosen per location
- ✓ Video wall capable players for multi-panel displays
- ✓ Players that pull in additional HDMI feeds where needed
- ✓ Remote monitoring and content updates across every player

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THANK YOU · 2026

BEYOND THE HQ SCREEN

Thank you.

As Skipton evolves its branch and employee experience, TrouDigital can scale from back-of-house communications into a connected platform for staff engagement, compliance and customer-facing communications.

SCALE & API INTEGRATION

Corporate & Operations Dashboards

Live Power BI, performance metrics and corporate messaging on large-format displays across HQ floors and operating centres.

Interactive Touch Screens

Wayfinding totems and staff self-service screens that turn passive displays into engagement tools for colleagues and visitors.

Scam & Vishing Alerts

Trigger-based fraud awareness screens that push live scam and vishing warnings to colleagues the moment a pattern is identified.

In-Branch Signage & Lift and Learn

Customer-facing branch screens, with lift and learn shelving that surfaces mortgage and savings rates as a customer picks up a product card.

Parameters for 86 Branches

Turn one piece of content into localised content for all 86 branches with our parameters feature, so each screen shows its own rates, names and contacts.

Sensors & Smart Triggers

IoT hardware pairing so content changes automatically based on occupancy, ambient conditions or system triggers.

Visitor Welcome & Reception

Branded welcome screens that greet guests by name, surface site inductions and set the tone from the front door.

Employee Engagement & Internal Comms

Society news, recognition and compliance updates pushed to screens so colleagues stay informed wherever they work.

We look forward to partnering with Skipton Building Society on a signage platform that grows alongside the Society.

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Digital signage, made simple.

Thank you for your time and for inviting us to Skipton HQ.

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