



Financial Services Case Study

How a thriving regional credit union uses Enplug to improve in-branch signage, while streamlining internal communications throughout the organization.



Go Energy Financial Credit Union is a growing financial institution based in Georgia. Like many independent credit unions, it's making the leap to digital to improve internal communications, while simultaneously elevating its in-branch signage to create a more engaging, informative member experience.

“Our screen communication through our partner, Enplug, has brightened our lobbies and provided connections to our members that we did not have previously. The ability to personalize our lobbies with a variety of messaging has greatly improved our member experience inside the branch.”

Denise Swan,
President & CEO, Go Energy Financial





Enplug Digital Signage Software

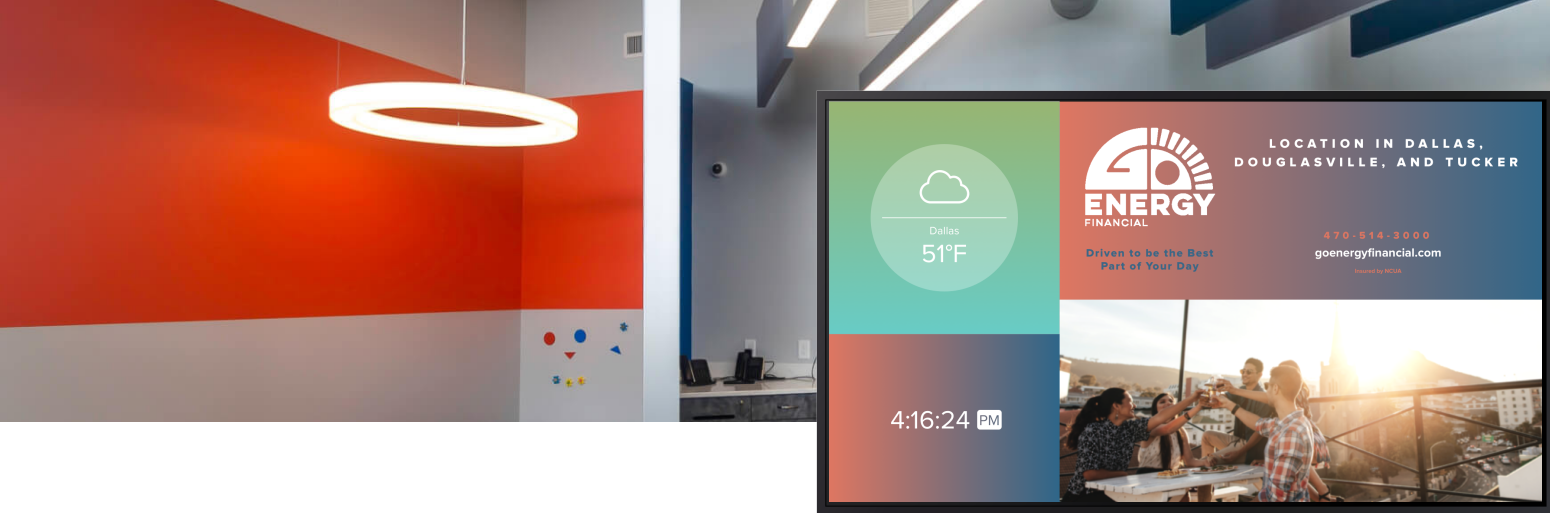
Industrial-strength employee communications for the industrial workplace

THE CHALLENGE

Prior to Enplug, Go Energy primarily shared information through e-mail and physical in-branch signage. The company turned to Enplug as a one-stop shop to improve brand marketing, and streamline both internal and external communications.

Go Energy sought out Enplug to help the company achieve various branch marketing objectives, including: efficiently create and roll out in-branch marketing materials; build awareness for product offerings & promotions with credit union members; promote social media & digital products; and build familiarity between the Go Energy Financial team and credit union members.





THE SOLUTION

Go Energy uses Enplug in its various branches to communicate with credit union members, and to celebrate milestones with fellow employees. The company currently has seven screens in use at two branches, with plans to install two more devices at its branch in Douglasville, once construction is completed.

Implementing Enplug was an extremely efficient process. The dashboard is so user friendly that Go Energy's marketing staff was able to select a variety of content to display on the screens before the devices even arrived. Device installation was simple and straightforward, and the company had seven screens running in the first week. In-house marketing/communications staff manage the Enplug content, which includes creating and/or uploading graphics, monitoring social media posts, and customizing Holidays & Templates signage.

Go Energy currently uses a total of 14 Enplug apps. The apps used most frequently are:

- Zoning: every screen has a clock, weather updates, brand logo and World News NPR ticker feed
- Facebook/Instagram/Twitter
- Holidays: to communicate branch closures
- Corporate Graphics: for branding and product promotion
- Templates: to celebrate employee birthdays & work anniversaries
- YouTube: to share company video content

Posts from Go Energy's social media pages are replicated, highlighting various community initiatives on its screens on a daily basis. The company also communicates special programs, branch closures and countdowns to upcoming holidays. All of Go Energy's screens run with the Zoning App enabled to assure consistency across the various screens, complete with company logo for unified corporate branding across all endpoints. The company even uses a screen to stream videos from its YouTube profile, creating a source of upbeat visual content in the branch.



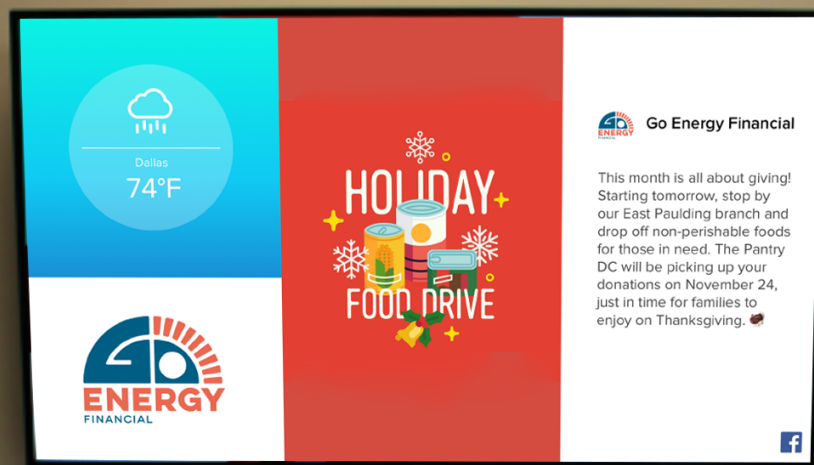
THE RESULTS

Dynamic digital signage is the perfect complement to the company's new state-of-the-art branch in Dallas, Georgia, and it will play an instrumental role at Go Energy's soon-to-be-completed branch in Douglasville, Georgia. The company can now organically promote its social media pages, as well as celebrate work anniversaries, employee birthdays and credit union events on-screen to increase engagement with credit union members in the branch.

Enplug also helps the company get more from its existing marketing resources by reducing the time spent preparing marketing materials for short-term product promotions. Go Energy's single internal marketing department is responsible for all branches, so having a platform to quickly disperse marketing materials and member communications to all of its locations simultaneously is a game-changer for the company.

Since implementing Enplug, Go Energy has rolled out multiple new programs tailored to help its members take better control of their finances. From money transfers through Zelle to an online financial wellness program, the company can now effectively promote these and other programs in-branch in digital format, eliminating costs typically associated with in-branch print marketing.

In four short months since implementation, social media impression and engagement numbers have increased by 60% and 10%, respectively. Enplug has been a key factor driving this increased engagement. In-branch member engagement with product offerings, particularly digital product offerings, has increased as well. Go Energy is currently working on creating scannable QR codes to display on the screens, enabling members to instantly access products or services promoted on-screen.





A framed poster for a "GINGERBREAD HOUSE CONTEST". On the left is a photograph of a gingerbread house decorated with icing and sprinkles, sitting on a wooden base. To the right of the photo, the text reads: "GINGERBREAD HOUSE CONTEST", "\$25 for 3rd Place", "\$50 for 2nd Place", "\$100 for 1st Place", "RULES AND HOW TO ENTER", and "HOW ENTRIES WILL BE JUDGED". In the bottom right corner is the Go Energy logo, which consists of a stylized 'G' with a sunburst and the words "GO ENERGY" below it.

Go Energy has benefitted from increased member engagement through stories shared from its social media pages, as well as from Enplug's News in Pictures App. The company has enjoyed an increase of members leaving Google reviews after members view graphics on its screens at the Dallas branch encouraging them to leave the reviews. Go Energy also posted a Juneteenth graphic detailing the holiday, producing multiple members to comment on how they appreciated the informative signage. Go Energy plans to provide additional educational pages to promote financial wellness and other relevant themes in the months ahead.

Employee engagement has improved significantly since implementing Enplug. Team members love seeing social media posts that feature Go Energy's involvement in the local community. They are also excited to see themselves acknowledged in work anniversary and employee birthday announcements customized with fun animations in the Templates App. The numerical graphics in the Motivations App, with incredible number-based facts, is also a constant source of conversation throughout the branches.





About Go Energy Financial

Go Energy Financial Credit Union serves the personal and business needs of the community in west Georgia and the 41 Georgia electrical membership cooperatives across the state. Go Energy Financial meets the needs of the community through its extensive array of products and services. Please visit www.goenergyfinancial.com for more information.

About Enplug

Enplug's cloud-based digital signage software empowers businesses to manage content across multiple displays from a single dashboard. With powerful enterprise features and an easy-to-use design, Enplug is the innovative solution to scale visual communications. Global companies in banking, education, retail, energy and more depend on Enplug for seamless marketing and internal communications experiences.

For a demo of how Enplug empowers companies like Go Energy Financial to better serve its customers, visit www.enplug.com.

