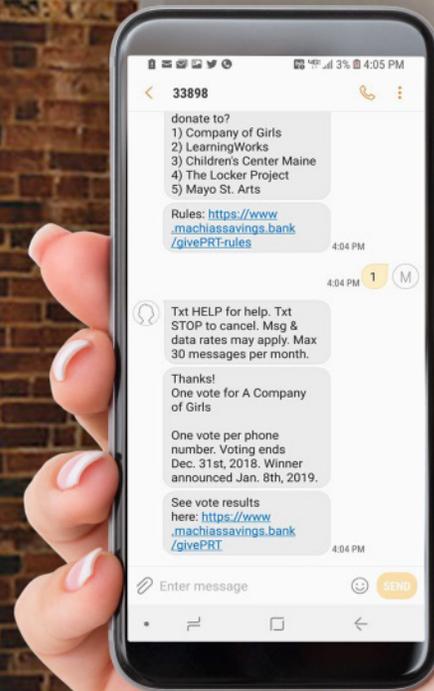


SMS Voting

Machias Savings Bank



Challenge

Find new and unique digital solutions that build Machias' brand value

&

Make Machias' fundraising activities interactive

&

Real-time, on-demand solution, without the need for additional equipment

Concept

A solution that is adaptable enough to deploy anywhere

&

Use something that everyone has: a smart phone

&

Add something everyone can do quickly and easily: texting

Outcome

Delivered an engaging, interactive tool

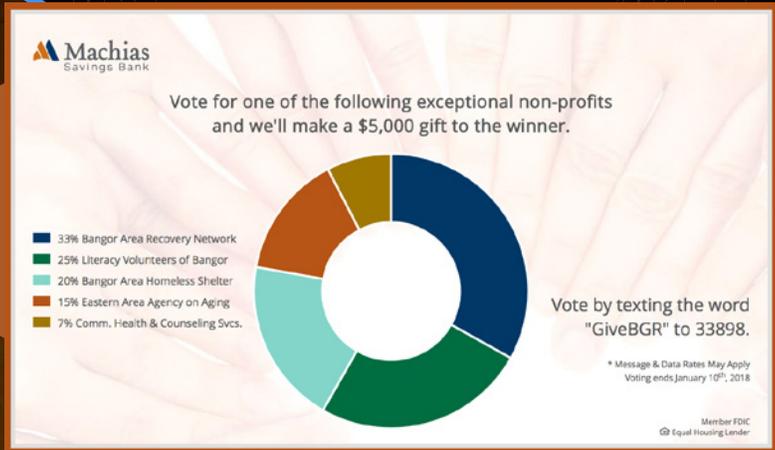
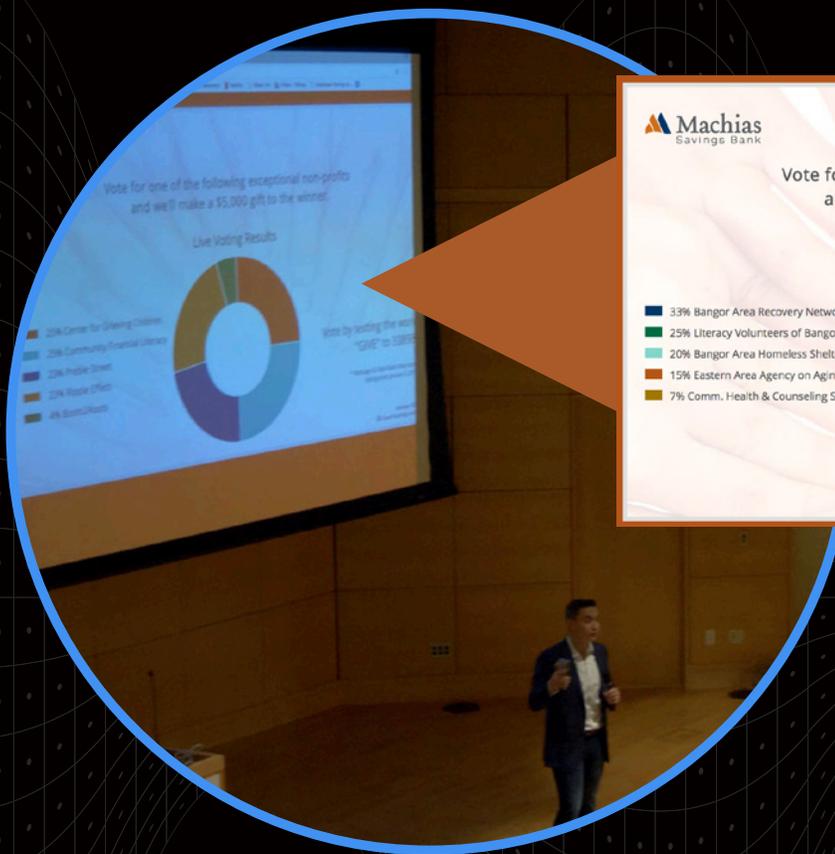
&

Adds an element of fun to any event

&

Demonstrates commitment to the community





An innovation session led to the real-time voting tool that Machias Savings Bank now uses at community events and conferences. Pictured is Machias Savings Bank's Yury Nabokov at the Agents of Change Digital Marketing Conference.

Machias Savings Bank: Real-Time Impact

Finding a partner to create custom solutions you never imagined possible is every marketer's dream. Machias Savings Bank's collaborative partnership with Kiosk & Display has turned that dream into a reality. When Machias issues a challenge Kiosk & Display delivers, such as creating a fun, interactive lead generation tool for the bank to use at events.

Improving the Customer Experience

Yury Nabokov, AVP Customer Experience & Digital Marketing Strategy at Machias Savings Bank in Machias, Maine, has worked with Kiosk & Display since he joined the bank in 2013. He's found that the Kiosk & Display team consistently pushes to improve the customer experience. *"In my innovation role, I'm tasked with finding digital solutions that haven't been tried before. With every new initiative I present to them, they find a way to make it more exciting, new and fresh. Innovation is in their DNA."*

Innovative and Interactive

Nabokov issued Kiosk & Display the challenge to *"Help make our fundraising activities more interactive."* As a sponsor of the Agents of Change Digital Marketing Conference, Machias

Savings Bank wanted to invite the conference attendees to vote for one of five charitable organizations that would receive a \$5,000 donation. Kiosk & Display built a real-time text voting module that displayed the voting results on stage. The bank has since named the program To Give and uses the text-to-vote tool with tablets when employees are out in the community. *"It's a conversation starter, a lead generator, and makes the event fun, interactive and transparent,"* says Nabokov. *"Kiosk & Display flipped the model upside-down."*

Working Together

Machias appreciates the Kiosk & Display's can-do attitude and their willingness to innovate. *"I have yet to hear "no" to my requests,"* says Nabokov. *"No matter the complexity of the issue, they're always ready to work with us and hold our hand throughout the process."*

What started with a branch digital signage relationship has evolved into solutions that are truly synergistic partnerships encompassing the bank and multiple vendors.

Looking for a way to give your community development efforts a boost? We'd love to brainstorm with you.

