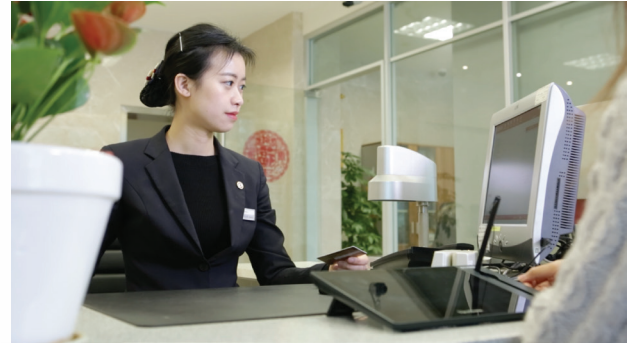


CASE STUDY

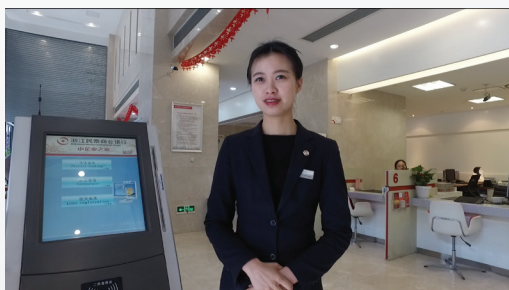
A Success Story from Our Customer Zhejiang Min Tai Bank



Founded in 2006, Zhejiang Min Tai Commercial Bank, referred to as Min Tai Bank provides various banking services to businesses and individuals in China and internationally. Their services include deposits and loans, bills, settlement services, e-banking services, Forex accounts, debit and credit cards. They have over 6,000 staff, 12 main branches and over 200 smaller branches in China, including Hangzhou Zhoushan, Ningbo, Jiaxing, Shanghai and other cities. They focus on helping small and medium business enterprises in urban and rural areas, with a goal to be a convenient and efficient financial service provider.

Adopting a paperless process

To provide better customer service, Min Tai Bank decided to embrace the concept of paperless technology. "To improve work efficiency and change work styles," states Liu Zhi-Bo, Business Director at Min Tai Bank, "In a changing business world, we wanted to have an effective way of managing our documents. Using paperless technology could improve our business flexibility and accuracy of information. It can also effectively protect our customer's personal information and reduce administrative costs."



CASE STUDY

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Using ViewSonic Pen Display Solutions since 2016

In 2016, Min Tai Bank began to utilize ViewSonic Pen Display at their bank branches in China. Main applications for the pen display included general banking transactions such as deposits, withdrawals, and transfers. Paper usage was reduced by over 50-60 sheets daily and employee efficiency increased from 20% to 30%.

“Each customer we serve expects us [the bank] to keep their money and assets safely secured. In turn, we [the bank] want to create an image as a reliable service provider. Our counters are less cluttered, which helps us maintain a simple and professional image,” points out Mao Jin- Lu, Front Desk Clerk. “All documents are displayed on the screen for customer confirmation and signing; then, the electronic signature is verified and stored on a secure cloud device.”

Integrating the pen display with Min Tai Bank’s devices (computer, passcode keyboard, customer feedback system) was simple, with only one USB cable needed to connect the pen display. When the pen display is not in use, different photo and video marketing messages are displayed on the screen.

Adopting a paperless process has eliminated cumbersome tasks such as organizing transaction slips or storing them at the end of the day. Min Tai Bank seeks to become an environmentally friendly service provider that customers can trust.

PD1011 Product Features

- 10.1”
- Equipped with a battery free VPen
- 2048 pen pressure sensitivity and 5080 LPI for a paper-like writing experience
- USB powered
- Supports Windows and other digital signature software
- 8H hardness, anti-glare, anti-scratch and anti-fingerprint
- Ergonomic design



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For more information on ViewSonic’s pen displays and pen tablet products, please visit: <http://pendisplay.viewsonic.com>