

CBA

Cash Management: Introduction Video

Video script

Version 1.0

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# Version control

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| --- | --- | --- | --- |
| **Version** | **Date Created** | **Purpose** | **Created/Amended by** |
| 1.0 | 2017.06.06 | Draft | Savv-e (LP) |
|  |  |  |  |

# How to read this document

This document provides a precise specification to be used for the build of the **Cash Management** **Introduction Video.**

This document is the master document that will be used in the build of the video. Please return this document to Savv-e, marked up with your requested edits/changes.

It is important that your review and feedback is accurate and complete, and is consolidated from all stakeholders. Where different stakeholders have diverse opinions or questions, these need to be resolved before returning the document to Savv-e. Please do not give general comments or vague feedback, but provide the exact wording you would like to see in your module.

Savv-e will review and accept the edits and forward the final version to you with a sign-off sheet. Any changes to the final version of this document will most likely result in schedule and/or budget adjustments.

# Detailed script

|  |  |  |
| --- | --- | --- |
| **Screen type: Click ‘Play’ to watch video** | | |
| Video description: | *This will be a short introductory video for the Cash Management module. It will be narrated in a sophisticated and engaging voice and will play as full screen.* | |
| **Animation** | | |
| **Visuals:** | | **Audio transcript:** |
| A restaurant owner is handing a plate of food to a customer in her restaurant. | | Just as businesses help their customers, we help our clients with their business. |
| The restaurant background fades and the working capital chart appears on the restaurant owner’s left. She looks at the chart and is thinking. | | We want to ensure our clients can optimise their cash flow, and manage their cash effectively. |
| The cycle of the chart begins to spin and gets faster. | | We can help our clients maximise return on surplus funds, |
| The spinning chart gradually turns into a commercial dishwashing machine. | | and ensure they have access to cash when required by their business cycle. |
| The dishwasher disappears and a banker appears standing next to the restaurant owner. The woman and the banker shake hands. | | By asking the right questions, we can identify a potential opportunity. |
| The woman and banker move over to make room for a Transaction Banking Specialist. The woman and the Specialist wave at each other. | | We can further increase the quality of the customer service experience by bringing in a Transaction Banking Specialist |
| The Banker and Specialist move off screen and the background changes to return to the scene of the restaurant. The woman is smiling and waving. | | to customize solutions and accurately meet their unique business needs. |
| Background fades slightly to add contrast for text on screen in next section. | | Want to know more? |
| Text moves down screen:   * Transaction * Savings * Investment   An icon appears next to each product area. E.g. ‘transaction’ will have cash register icon, ‘savings’ will have piggy bank icon and ‘investment’ will have a plant growing as an icon. | | Come and explore the Cash Management products on offer |
| Banker and Transaction Banking Specialist move onto screen and wave at each other. The Specialist swiftly moves off screen again leaving just the Banker. | | and discover when and how to engage your local Transaction Banking Specialist. |
| Banker smiles to the front. | | Learn how to provide a better customer experience. |
| Screen fades revealing text on screen:  Cash Management | | With the Cash Management module. |