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## BRANCHES AS 'HOT SPOTS': SHOULD YOUR BANK OFFER FREE PUBLIC WIFI?

The Headache: Customers, employees, directors, examiners, auditors&mdash;everyone seems to be carrying wireless gadgets these days, from smartphones to iPads to Kindle Fires. And they all like internet "hot spots."

Our Question: Should banks provide free public wireless internet access in their lobbies and other facilities?

Come see what other bankers think, and add your own views

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Should your bank offer free public wireless access?

Not so long ago it was trendy for banks to offer internet terminals in their lobbies, along with gourmet coffee service and perhaps a video screen tuned to a financial news channel. Computers and other gadgets have come a long way since, and nowadays people carrying wireless devices often have an eye open for a "hot spot" where they can access a wireless or "WiFi," signal.

Is this a good idea for banks? Is it doable? A banker recently asked "Pass the Aspirin" about the risks and rewards of providing public wireless in bank branches. He saw some plusses in this, but he also worried about risks to the bank.

Below is a sampling of what we've heard so far from community bankers. Add your own ideas and suggestions.

And if you would like to join our regular list of "prescribers," to whom we send questions, please email Executive Editor Steve Cocheo today.

Let's hear your views and ideas below! (Editorial Note: Contributions to Pass the Aspirin may also appear in our print edition. While we will ask for your e-mail address, this is only as an aid to verifying identity and will not be used for any marketing or promotional purpose. The e-mail address will not be published.)

