CUSTOMER-CENTRIC TECHNOLOGY FOR A FASTER COMEBACK

7 Critical Success Factors for an Effective Digital Signage Solution.

7 COMPONENTS FOR SUCCESSFUL CUSTOMER-CENTRIC TECHNOLOGY

There is no doubt retailers need to change. This year we have seen non-essential outlets having to shut and retailers battling ever evolving government guidelines. During this time consumer habits have evolved with an acceleration in predicted trends.

There is no doubt online has evolved with online becoming truly part of the fabric of shopping. Rather than seeing this as a demise of bricks and mortars innovative retailers are embracing the challenge and changing. The standard retail store template simply needs to evolve. At Trust Systems we believe this begins with marrying business strategy to technology exploitation. Utilising digital, mobile and cloud technology retailers have the opportunity to accelerate change whilst harnessing the flexibility these technologies provide.

Retailers that focus on customer-centric technology are best positioned to make a faster comeback and succeed in the new retail environment.

MORE THAN A SCREEN
7 CRITICAL SUCCESS FACTORS FOR AN EFFECTIVE DIGITAL SIGNAGE SOLUTION

1. OBJECTIVES
Having clear objectives and ensuring all parts of your business are engaged will deliver demonstrable ROI.

2. LOCATION
Thoughtful planning to the positioning of digital displays is essential in creating an exceptional customer journey.

3. SCREENS
Picking the right screen is important with consideration to various factors.

4. ENCLOSURES / HOUSING
Thoughtful consideration to the way in which displays are installed in a new build or as part of a retro fit is fundamental.

5. CONTENT
It is vital to be able to create, monitor, manage and schedule impactful, engaging and timely content.

6. COLLOBORATION
Working together with various stakeholders is crucial to ensure the best possible solution and content.

7. MANAGED SERVICE
Working with a partner who can provide everything in one solution from design, deployment and in-life management provides significant cost benefits and solution agility.

7 CRITICAL SUCCESS FACTORS

Working with our strategic partner Samsung we share how digital signage provides an opportunity to change and innovate to deliver an enhanced customer experience and a return on investment by increasing customer loyalty, sales, levels of customer understanding and much more.

Getting it right and delivering real digital transformation is more than a screen, here we share 7 critical success factors:

1 OBJECTIVES

What do you want to get out of digital assets?

Your digital signage transformation journey must have very clearly agreed objectives. There are many misconceptions around the potential ROI for the investment, however if you ensure that all parts of your business are engaged then the outcomes will be clear and demonstrable. For some retailers it is very easy to forecast a return, for example, a menu and pricing display which is fundamental to the operation of a food and beverage outlet. Other retailers justify spend by simply looking at the cost of printed media vs digital. However a fundamental component to success is not just about the representation of the old to the new, but crucially how you exploit the opportunity to digitalise your store, build your brand to ensure you have a loyal customer base who wants to go to your stores.

The display of product and pricing is invariably the driver for the consideration to invest, but we believe your brand has more value and is more important than a tin of beans or a pair of socks. Now more than ever you need to be able to reinforce your company values and react immediately to opportunities and challenges within a very short timescale. The power of a hosted digital platform is the ability to have a window to your business that can be managed from a single portal. By utilising the digital platforms capabilities you will be able to get creative, use animation, video and guarantee valid content on time and in real-time.

2 LOCATIONS

Where can you maximise most on digital assets?

The deployment of digital assets does not mean anywhere and everywhere. Thoughtful planning to the positioning of digital displays is essential in the journey to a great customer experience and the achievement of your business goals.

Digital signage adds to the buying experience by engaging customers visually and providing additional information to the customer. A store's external signage must be inviting, distinctive and interesting for customers to engage in a shopping experience at their store. Digital signage also sets the tone of the store, allowing customers to understand the type of store they are entering before walking in. Digital signage is a perfect way to increase customers knowledge of products and provide helpful reviews to use during the buying process. In larger stores it can help customers navigate easily throughout the store.

Location of screens unlocks the ability to shape and mould your current stores to something different. You need to work with a solution provider who can support outdoor, semi-outdoor, indoor, video walls, information points to create a new customer journey that can be shaped by region, size of store, etc.

MORE THAN JUST A SCREEN

3 SCREENS – FIT FOR PURPOSE

Is your digital asset suitable?

There is a lot of choice on the market and picking the right display is important. So what are the core elements to consider in a consumer environment:

- The **diversity** of the portfolio in order to obtain the right mixture of screens e.g. LED panels, high bright window, video walls, touch, standalone. The screen needs to be fit for purpose considering factors such as brightness, weight, response times. For example brightness is a paramount consideration in a store environment where digital displays are subject to numerous light sources, both natural and man-made. Here the display and its management platform must have the ability to manage adjustments intelligently and if necessary remotely.

- The manufacturers approach to **innovation**, you need leading technology. Rolling-out a digital display solution is putting your brand out there, therefore you want your displays to be the best. Compromise is not a consideration.

Brilliant presentation for all.

- Understand the level of **security** of the manufacturers operating system and the network security of your own platform. The display cannot be left open to compromise.

- Consider **geographical reach**. Is this strategy for the UK only or will it be adopted in other regions. Any manufacturer you choose needs to be able to facilitate deployment and support to the areas you operate.

- What are the **commercial ownership** options available. For example finance options for capital purchases, leased, rental or even fully managed contracts.

4 ENCLOSURES AND HOUSING

How will you install your digital signage?

Part of the journey to implement a digital signage solution require consideration for enclosures and housings. In some user cases the housing provides the necessary health and safety and security required. However the housing also forms an essential part of reinforcing your brand image. Thoughtful consideration to the way in which displays are either installed in a new build or, more often the case, a retro fit, is fundamental to ensuring success. The end point should always look like it was part of the original design concept. Getting this right will also ensure that your valuable assets are also easy to access and maintain.

To get the right outcome you need to feed the right information into the design and deployment stage of your digital display solution. A store survey is crucial to ascertain the variants and dimensions. Even if two locations look the same they invariably are not. Housing design considerations are:

- Versatility – can it be adapted to your store estate.

- Weight – the materials used contribute to the weight.

- Aesthetics – it needs to look good!

- Health & Safety – screens are usually deployed in high traffic areas and therefore the materials used cannot be flimsy and need to take into account health and safety considerations.
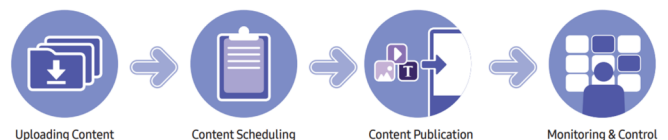
5 CONTENT MANAGEMENT

Who or in this case what, will manage your digital content?

How will the content be managed on the display? We recommend when selecting a digital solution provider that they understand the importance of a powerful and intuitive content management solution. The content management solution equips administrators with the ability to create, monitor, manage and schedule fabulous media content. The objective is to choose a digital signage solution which enables businesses to conveniently create, schedule and play content across a signage network. Any content management solution needs to consider:

- Creation – providing tools to easily navigate and create content.

- Hosting – a gateway for scheduling and arranging playlists and distributing content to connected displays. You may hear this described as a CMS or Content Management Server.

- A system on chip Player – this feature is a component of the display which enables you to showcase content without needing any external media player. As it is integrated you will need less power and fewer cabling and maintenance requirements.

Working with digital signage we are advocates of an integrated device and content management solution. This is where users can manage both the content and device on a single platform.

Single point of management.

SEAMLESSLY BLEND THE PHYSICAL AND DIGITAL ENVIRONMENTS

6 COLLABORATION

How can your teams support one another?

The content will be produced by an in-house or external design/advertising agency. Therefore any service provider of a digital signage solution needs to work in partnership with this team. Here are a few recommendations:

- Establish a working relationship early on in the process

- Devise a Content Management process together to ensure you work effectively

- Collaborate on the best content types and standards of digital files to ensure world class output

- Ensure regular contact to enable best practice for content

7 MANAGED SERVICE

How will you benefit from a managed service solution?

Working with a service provider who can design, deploy and manage a digital signage solution enables you to maximise the advantages of digital technology quickly and effectively. Any managed service should include:

- Remote and on-site management/ maintenance

- 24/7 Service desk

- Monitoring performance and hardware issues

- Embedded relationships with the solutions manufacturer including the display, network and enclosures

- Strong data security skills and background (your brand and digital assets are valuable)

In a time where there is a need to seamlessly blend the physical and digital environment, digital signage provides an enormous opportunity to improve customer experience and engagement.