



Boost CX & VX with **Digital Signage for Retail**

DIGITAL SIGNAGE WHITE PAPER



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We're here to help! If you have any questions about your application or our products, please contact us at **800.572.4935** or **salesteam@visix.com**.

Introduction

The name of the game in retail is customer experience or CX. Retail digital signage is an invaluable tool for enhancing CX, helping create an immersive experience for visitors to your venue, and aligning your offerings on site and online.

Entice customers with your products and services, share promotions, encourage impulse purchases and drive traffic to specified areas, all while reinforcing your brand using modern methods. Messages can also reduce perceived wait times, connect your business to your customers and help craft a more personalized shopping experience.

Your staff can also benefit from digital signage, seeing messages tailored to their needs. Motivate and recognize achievements, update them on benefits and deadlines, and use easy widgets to automatically pull in event schedules, inventory info, sales statistics and other key indicators from outside data sources.

Some of your customer-facing content can also be automated, reducing the burden of message creation and management on your team, freeing them up to devote their time to assisting your customers. Interactive kiosks let customers sift through large amounts of information at their own pace, choosing what to focus on, which gives them a sense of control in their own CX.

This is all equally true for retailers who aren't in traditional shopping environments, such as museums, casinos and amusement parks, where the focus is on visitor experience, or VX.

Show announcements, promos, queuing, new products and services – there's no end to the types of things you can present quickly, efficiently and affordably using digital signs:

- Attract your audience with bright, dynamic content
- Post promos and announcements in real time
- Change messaging often, so it's always fresh and exciting
- Streamline and unify communications across branch locations
- Replace outdated and messy posters and brochures
- Reduce paper, waste and printing costs
- Broadcast safety alerts and instructions



Museum Admission		OMNIMAX® Asteroid Hunters Film Add-On	
Adult (Age 13 - 59)	\$16.50	Adult (Age 13 - 59)	\$9.50
Senior (Age 60+)	\$12.50	Senior (Age 60+)	\$7.50
Child (Age 3 - 12)	\$12.50	Child (Age 3 - 12)	\$7.50
Toddler (Age 1 - 2)	FREE	Toddler (Age 1 - 2)	FREE

What is Retail?



What is Digital Signage?

Digital signage is simply the presentation of information on any kind of digital display (usually large screens). You can show content fullscreen, or show multiple items at once. Simply schedule your content for where and when you want it to play.

Screens are placed in high-traffic areas to maximize viewing exposure, or in specific locations to target one particular audience. Cloud-based digital signage lets you send visual communications to literally anywhere with a web connection – across multiple departments, buildings or even to branches in different cities.

Digital screens are much more appealing than lots of flyers and posters, and don't need to be taken down later and recycled – the messages simply drop off the schedule when they're no longer relevant. Digital signage also reduces your environmental footprint since you're saving paper and waste. And because the displays are digital, you can also have movement – live streaming, video, motion graphics and tickers; and can even add audio, if that makes sense for where a display is located.

All digital signage systems have three main components:

Displays

Anything with a screen is a potential display for your system. This could be an LCD screen or projection display, electronic billboard, scrolling message board or video wall, and even desktops and mobile devices.

Video walls are popular because they make a great first impression. Let people know that you're modern and ahead of the curve when it comes to technology. Even 1x2 or 1x3 display combinations provide a real "wow" factor.

Interactivity is becoming more and more popular, and this can be accomplished with touchscreens and interactive kiosks, voice-activated user interfaces (where someone navigates by speaking to the screen), or through QR codes that allow people to grab more detailed information on their mobile device.

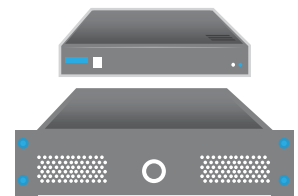
Software

This is how you create, manage, approve and schedule content to your displays; choose how long each message stays up and when it retires from the playlist; and choose which content goes to which displays. You can choose a single image that takes up the whole screen, or have multiple zones on screen with time/date, weather, content playlists, data feeds, animations, video windows and more – all working seamlessly in a unified design that reinforces your brand and your message.

The system can be managed by a single person from a desktop, or multiple contributors at different locations can interact with the system in a networked or cloud deployment.

Hardware

These are simple PC machines that feed the content to your screens – anything from network-distributed media players to individual stand-alone players showing PowerPoint slides. A single server pushes your content to multiple players in a networked environment, and that server can reside in your facility or in the cloud.



TOP 7 Benefits OF RETAIL DIGITAL SIGNAGE



1. BRIDGE ONLINE AND OFFLINE

Digital signage gives you a modern visual medium to deliver promotions and messaging to your customers. Using large screens, video walls and touchscreens can give your venue a digital footprint, and mimic the online experience for clients and visitors. It also lets them get general information from screens, freeing up your staff for more in-depth, high-touch conversations.



2. BUILD YOUR BRAND

Your brand the most important asset you have in the highly-competitive retail industry. Use digital signs to reinforce your identity, mission and differentiators. You can also build loyalty and trust with rewards programs and transparency on screens. Anything you put on your website or social media channels can also go on your digital signs.



3. INCREASE REVENUES

If your clients don't know about an offer, they can't take advantage of it. Advertise products and services with dynamic messages, media and campaigns. Capture attention and build interest with promotions on screens, and prompt viewers to ask for more information from your representatives. You can localize your content to specific branches and run limited-time offers.



4. REDUCE PERCEIVED WAIT TIMES

Keep visitors engaged while they're waiting in queues. Whether it's advertising, streaming news channels or visitor tips on screen, your audience will be entertained instead of bored, and their wait will seem to pass much more quickly. You can also reduce actual wait times by providing basic info, queue ticketing and order placement right on screens.



5. AUTOMATE MESSAGING

Our content management system has lots of tools to take the burden off digital signage managers. Use playlists that auto-rotate through content on a schedule you can set far in advance. Choose what days and times to show something, and when to retire it. Data integration and content subscriptions can automate feeds to keep screens fresh at all times.



6. ENGAGE EMPLOYEES

Employee engagement is the most important element for productivity, retention, customer ratings and profitability. Digital signs let you deliver more communications, more often, in a more popular format than email or print. Show progress to goals, recognize achievement, encourage professional development and keep everyone on the same page with vibrant visual communications for your workforce.



7. SAVE PAPER

With environmental concerns topping the list of many polls, it's smart to bring your brand in line with modern expectations. Digital signage eliminates the need for expensive pamphlets and posters. This gives you a greener, more economical solution for your advertising initiatives. By replacing printed materials, you can reduce paper and waste, as well as graphic design fees.

However, just putting screens up in your venue isn't enough. You need to develop a strategy for effectively leveraging your digital signage system to its fullest potential.

Benefits of Digital Signage

Digital signage allows you to show a vast amount of information in an accessible, convenient format. It helps you to engage customers by delivering content in real time, while reducing the burden on your staff – all while reinforcing your brand.

Retail is a large category and can include stores and shops, shopping centers, hospital gift shops or university bookstores, but also food courts, quick service restaurants, casinos, sports complexes, museums, zoos, concert venues, theaters, cinemas, hotel spas or hair salons, and more.

For Customers

The goal for any retailer today is to create a positive and engaging experience for their audiences. People already constantly access information using phones, tablets and computers, so delivering your messaging on screens is a friendly, familiar medium. All retail locations want to engage, excite and motivate visitors, and digital signage can help with all of these.

Firstly, digital signage looks great – it's modern and high-tech. In an age when people can make dinner reservations while commuting on a ferry or hiking on a hilltop, paper brochures and posters seem out of date and old fashioned (and almost no one reads emails anymore unless they have to). The vast majority of people shop online at least sometimes, and getting information and even goods while using a screen now seems like the "natural" thing to do. On site digital signs bridge the in-store experience with the online world.

The depth of information you can make available on your screens is astonishing. Messages and videos can promote current and upcoming offerings and services, as well as up-sells and cross-sells. Data feeds and data visualizations give up-to-the-minute information about things that are changing (like inventory or store capacity) and are easy to understand at a single glance. Deadlines and limited-time promotions can be advertised to your audience several times an hour while they're in your store.

Perceived wait times are also drastically reduced with dynamic media on screens for patrons to view while in queues. Now they have something to look at – an ever-changing series of messages with attractive and informative content. You can also show queueing data, so people know exactly how much longer they have to wait.

You can also save everyone time by displaying the most commonly asked questions on your screens, which frees up your staff to be available for more personalized service. There's virtually no limit to what you can do on digital signs, and all of it is geared toward improving the customer experience.

- Mimic the online experience with digital information sources
- Engage customers and visitors in real time
- Manage public perception of your brand to build loyalty and trust
- Reduce perceived wait times with on-screen media and messages
- Improve the customer experience with screens, video walls and interactive kiosks

For Employees

Digital signage is a powerful tool for communicating with your staff, regardless of how dispersed or diverse they are. You can use digital signs in a single store, in several buildings across a wide area or campus, or even in different buildings and campuses spread out in different states or countries.

One of the main benefits of digital signage is that employees get engaged in their own environment. Study after study shows that engaged employees work harder and longer, are more creative, are happier and stay with a company longer. This is especially true of millennials and Gen Zers, who are increasingly dominating the workforce.

With a centralized content management system, all of your content can be created, imported and scheduled in a single app, and sent out to screens anywhere. And you can have people in local venues create content that's relevant for their specific location, while keeping corporate standards and approval processes in place.

Corporate-wide communications can be supplemented with messages that are relevant only to a certain location's workforce. While everyone, everywhere might need to know about online training courses and certification opportunities, people in the Seattle store don't need to know the weather at the store in Glasgow. This kind of targeted, localized messaging is another key strength of digital signage.

Data on anything from current market fluctuations and trends to how different departments are performing can be shown as data visualizations, so everyone can easily see and immediately understand the information.

Digital signage also saves your staff time. Instead of crafting one-off communications and promos, they can create and schedule content and campaigns in advance, and then just let it run. You can make things even easier for content creators by taking advantage of fill-in-the-blank templates and media subscriptions that automatically feed content to your digital signs.

You can also use digital signs to more efficiently manage your meeting rooms and shared spaces. Room signs show room reservations outside each door, and the schedule is pulled from your own calendar app – like Exchange or Google Calendar. There are inexpensive, wireless models that use E Ink technology. Some interactive models allow room booking at the sign, and can show digital signage playlists, increasing your signage real estate. Regardless of the specific sign, it allows you to streamline room booking and keep meeting participants informed and engaged.

- Manage your communications from one place, uniting your brand
- Localize communications while keeping approval processes in place
- Use templates and feeds to save time for signage managers
- Efficiently manage shared spaces with room signs

For Your Brand

You can add revenue streams by using your digital signage to advertise loyalty programs and rewards, as well as local offers exclusive to your members. And if you have other facilities across the country or across the globe, you can promote other cities where guests can go and expect the same first-class service they're receiving at your location.

Digital signage actually amplifies your brand. It's not just your products and services that your messages are about – it's your overall identity, mission, values and brand story. Your company's approach to the environment, equity, diversity and inclusion could greatly impact modern customers' desire to support your brand. This all blends with their experience in your physical location to create something more in your customers' minds than just a transactional relationship.

Planning Your Strategy

It's vital to develop your objectives in a clear, logical and consistent way. These objectives in turn inform the strategy, which determines the roadmap to deployment and execution – including which software and hardware to use.

The technology you use will be determined by what you want to use it for. Consider the needs of your staff and managers as well as the customers and visitors you serve when developing your objectives and strategy.

People

Your IT department will be instrumental in successfully setting up and maintaining your system, but they probably won't be the ones who use it on a daily basis.

Include everyone who might contribute in the early stages. This could be marketing, sales execs, webmasters, department heads, managers, purchasing agents – even your security team.

Getting everyone involved and on the same page early can give you insights you might not have had and gives everyone a sense of ownership in the new system. It's crucial to get buy-in at every level, or people won't use your digital signage system to its fullest potential.

Goals

What is it that you want to achieve? Outline your goals in as much detail as possible – this will help clarify workflows for implementing and using the system, and can help you figure out how to measure return on investment once the system is up and running.

Think about how customers and staff will use your digital signage system, and what their objectives might be. Once these are clear, consider how it will operate within your property. What kind of content will be displayed? Who creates and approves it? Where are those approval policies? Where will the hardware be and who will maintain and upgrade it? Who manages software updates?

Write up a detailed project plan with key action items, timeframes and resources. The more you can cover in advance, the fewer unwelcome surprises, like unexpected costs or delays, will hit you later.

Consider things like:

- Where the displays will go
 - Think about traffic flow past them – high traffic areas get more views
 - Placement – putting them too high makes them hard to see or interact with
 - Do you need separate meeting room signs?
- What kind of content to show
 - Should you use static images or video? What about data or news feeds?
 - Do you want a color scheme to integrate into your décor? Or should the displays stand out?
 - Can you generate all the content, or will you take advantage of subscriptions?
 - Should you use audio? (This only makes sense in areas where sound will not be intrusive.)
- IT issues
 - Connectivity
 - Bandwidth
 - Network security policies

- Potential revenue sources
 - Sales and up-selling
 - Cross-promotion
 - Advertising from partner brands
- Outsourced services
 - Graphic designers
 - Paid data subscriptions
- Crisis communication plan
- Future expansion of the system



Infrastructure

Get a qualified IT person involved from the very beginning – have them do a survey of power, network connectivity and IT security policies for every location you want to place a digital display in. You wouldn't want to purchase and hang a screen, only to find out later that there's no way to get power or data to it.

Content

You need to know exactly what you want to show on your screens. Once you've figured out your overall goals, the kind of content you should display should be clear. Try to detail as much as you can.



- Who creates, schedules and approves content? How many people?
- What's the content submission and approval procedure?
- List what needs to be regularly created by topic or department
- List sources and file types (MP4, JPGs, event schedules, feeds, etc.)
- Will you include interactive screens or kiosks?
- Will you integrate social media?
- What is your alert notifications plan?

Budget

You need to think about more than just initial costs – try to budget for 18-24 months, at least. Also, consider site licenses or corporate-wide deployments. Digital signage, like many commodities, can be more affordable when bought in bulk.

What about software and hardware upgrades in the future, or additional displays and bandwidth as your system expands? What about training your staff – both at the beginning and on an ongoing basis? Will you hire designers to periodically refresh your look or use content subscription services? And think about technical support costs.

Don't box yourself in at the start – it will end up costing you more time and money in the long run. It's better to have a single, well-thought-out system that can grow than creating a series of smaller, ad hoc systems that have to somehow link together.



Choosing a System

Again, work more on the front end to save yourself headaches later. Do some research and get a clear picture of your options before you buy anything. Doing things in the right order really helps in the long run.

Software First

It's great if you have the opportunity to buy a bunch of displays for a good price, but if you don't know how you'll be managing your content, hold off on that big purchase. It's the software that people will be interacting with to create content and run your digital signage system, so make sure the hardware supports the software, not the other way around.

If your system is going to live on just one computer and be run by just one person, you might limit yourself in terms of flexibility and expansion. A web- or cloud-based system, or purchasing a bulk licensing agreement, enables more people to participate, and gets more variety in the process and the type of media you deliver. The more people who get involved and get excited, the better the chance for long-term success of your digital signage.

Consider these points when choosing which software to run:

- It needs to be user-friendly – easy to use, learn and update
- It needs simple import options and high-quality design tools
- It should have daypart scheduling and automatic message retirement
- It should offer easy data integration tools for auto-updating feeds
- It should include alert notification capabilities – preferably CAP-compliant alerts
- It needs to meet the approval hierarchy you've already worked out in your plan
- It needs to meet your technical requirements – file types and data sources you want to use

Think about the software vendor. Are they primarily a software company or do they just dabble in it? Do they understand digital signage for an organization like yours? Will they offer ongoing support and services? Do they have credible references?

Hardware Second

Buying cheap hardware might save you a bit of money initially but could cost you more in the long run. However, you don't want to get locked into a single vendor or some proprietary hardware. Your software provider should either be able to supply you with industry-standard hardware or supply you with the proper specs.

Every year, hardware value depreciates, and things are no longer built to last. Operating systems update and change, I/O interfaces evolve, and physical components fail. Make sure your machines are flexible and adaptable enough to still be of use to you in a few years' time and as your needs change. Otherwise, you'll have to budget in equipment replacement costs.

ADA Compliance

Don't forget to comply with the Americans with Disabilities Act (ADA), which will affect wording and typography (including Braille lettering), placement of displays and kiosks, and more.

Pilot First

Before launching your system everywhere, run a pilot program in an isolated environment. This lets you evaluate software and hardware, as well as your processes and workflows. You can test out different screen layouts and content, so you look fantastic on day one of the total deployment. You'll see which designs work best, or if your content creators need more training. You can also judge how content is being received, and what changes you might want to make before rolling out system-wide.

It's best to run a pilot launch for 60-90 days, getting feedback from all stakeholders during the run, and then check in with your digital signage vendor to go over what was successful and what needs adjustment.

12 IDEAS for CONTENT

on RETAIL DIGITAL SIGNS



1. YOUR PRODUCT

The most obvious thing to share on screens is the products, services or experiences you offer. Use short descriptions and enticing visuals.



2. YOUR STORY

Use storytelling techniques to deepen the customer relationship to your products and brand. Focus on benefits instead of features.



3. YOUR BRAND

Promote your brand story to reinforce your mission, values and community. Share employee insights. Be transparent and inclusive.



4. SPECIAL OFFERS

Advertise special offers, sales and discounts. Showing a countdown on digital retail signs can prompt bargain hunters to act fast.



5. DIGITAL COUPONS

Give people a digital code to use at checkout for a reward or discount. Limited-time offers create a sense of urgency that drives sales.



6. TRAFFIC TARGETS

Show different content on different screens to prompt buyers to visit other areas of your store, driving traffic where you need it.



7. ONLINE REVIEWS

Bring the online experience to your in-store screens. Show testimonials and reviews to mimic online shopping and build trust.



8. USER-GENERATED CONTENT

Prompt visitors to post selfies, reviews, thanks to staff and more using a social tag. Display social posts in real time.



9. INTERACTIVE OPTIONS

Let people use touchscreens to sign up for loyalty programs and exclusive offers, and take polls and surveys.



10. WAYFINDING & DIRECTORIES

If you have a large venue, help people navigate to stores, departments and other common destinations like restrooms.



11. SELF-SERVICE KIOSKS

Reduce wait times and give customers a sense of control over their experience. This frees up staff for more personal service.



12. POS ADS

Show point-of-sale ads at checkouts to encourage last-minute purchases, enrollment in loyalty programs and special offers.

Content Ideas

Providing customers with general information on screens frees up your employees to provide more personalized customer service. Whether you choose static displays, touchscreens or a mix, your visitors and customers will appreciate quick access to what they need.

Differentiated Content

Different audiences need different information, depending on why they're at your facility. Customers and visitors want to know how you can help them. Employees need to be motivated and engaged to perform at their best. Consider the different areas people may go to and share the appropriate content to those locations.

For customers, show content that makes it easier for them to engage with your brand and products:

- Branding and promotions, as well as cross-sells and up-sells
- Your brand story, including your mission and values
- Products and services
- Special offers of all kinds
- POS advertising
- Value-add infotainment for queues
- Wayfinding and directories
- Self-service kiosks and touchscreens
- QR codes for more detailed information
- Digital coupons
- Social streams and reviews
- User-generated content

Your foundational playlist can include content about your most popular products, tickets or other offerings. Timely promotions will also likely make up a large part of your communications.

The goal is to pique the customer's interest, so they ask to learn more about your offerings when they speak to a representative, or purchase an item, service or ticket. That gives your team the opportunity for high-touch engagement to build relationships.

User-generated content (UGC) gives people a sense of participation and buy-in to your venue and brand. Let people share selfies using a predetermined social tag. Some retail establishments use a UGC wall that constantly updates as people use the tag. This makes visitors want to see their name on the screens, and the longer they interact with this option, the more they are exposed to what you have to offer. You can also let them post comments and reviews on social media, and then share those social feeds to your digital signs.

For staff, show playlists with internal communications just for them:

- Mission, goals and values
- Meeting and event schedules
- Employee recognition and achievements
- Sales figures and progress to goals
- Policies and procedures
- Training opportunities
- Community events and programs

One key thing to consider is message saturation – how many displays you have and where they’re placed will make a difference, as will how you schedule your communications.

If you only have one display in a lobby or store, will enough people see your messages when they need to? If you have just one screen in the break room, will all employees see all your content? Don’t have any blind spots.

Attract Their Attention

You can’t communicate with your audience if they don’t look at your digital signs. Things like time, weather are attractors to get people looking at your screens, so they can be exposed to your other content. Data visualizations are also a big draw.

One of the best things about automated data feeds is that you get to set them up and let them run, with no maintenance required. You always have the option to change what’s being displayed, but you don’t have to worry about constantly creating and scheduling new messages since the feeds are auto-updating.

This frees up your staff to create relevant, original content and campaigns, plus you know that the information you’re pushing out is accurate and current. You have the freedom to set how long data stays on screen, so you can mix it into your overall visual communications strategy, or keep it front and center all day long.

Some of the most popular auto-updating attractors are:

- Date/time – this guarantees people constantly check screens
- Weather – show current weather and forecasts
- News – show breaking news as messages, tickers or streams
- Events – show schedules from your own calendar app
- Traffic – keep people updated about their commute
- Social Media – tie branding efforts together by showing posts
- Subscriptions – show sports scores, health tips and more

By including value-added content that is targeted to your audience’s interests, you create a more well-rounded digital signage strategy, and can attract and engage more viewers.



10 WAYS TO EMPHASIZE THE CUSTOMER IN **CX** Customer Experience



1. **HAVE A CX VISION:** Make a comprehensive CX strategy a priority. Be sure it covers every level and every contact they'll have with you. Decide what you want customers to feel before, during and after interactions, and make sure everyone in your team is on board.



2. **LEARN WHO THEY ARE:** Do research to find out who your clients are. This includes demographics such as age, sex and location, but also interests and visitor or buying patterns. Align yourself with things they find important. If some are non-native English speakers, offer multilingual options.



3. **MAKE IT EASY:** Make things fast and flexible for customers by optimizing interfaces and allow them choices. Increase self-service options whenever possible with things like touchscreens and interactive wayfinding. Display information in a straightforward, clear and concise way.



4. **ENGAGE EMOTIONS:** Try to reach people on an emotional level in your branding. How people feel about your brand is what CX is all about. And don't be afraid to be funny. Use digital signs to reinforce your messaging when they're on site.



5. **LET METRICS GUIDE YOU:** Gather and analyze data before, during and after each interaction. The more you know, the better you can serve your customers, and the faster you can respond to developments or trends.



6. **BE SUPPORTIVE:** An efficient support system is vital. Issues will certainly arise, but it's how you deal with them that matters. People should walk away from your support feeling like they were heard and understood, and that the solutions offered are appropriate.



7. **INCENTIVIZE WITH A LOYALTY PROGRAM:** People feel like they're part of an exclusive club, and will form a more lasting bond with your brand. It's also a form of gamification. Make joining easy with as few steps as possible, and communicate benefits regularly.



8. **INCREASE EFFICIENCIES WITH AI:** AI and machine-learning apps allow for a more consistent experience across all channels, and AI is perfect for this since it quickly recognizes patterns, and can adapt on the fly to each customer in real time.



9. **DON'T FORGET THE DIGITAL WORLD:** Monitor your own digital footprint and how others respond to your brand on the web and social media. Pay special attention to reviews and make sure you address any negative ones as fast as possible. Thanking people for positive feedback also goes a long way.



10. **CREATE A FEEDBACK LOOP:** Solicit feedback regularly, evaluate it, act on it, and repeat the whole cycle. You should constantly be trying to improve your relationship with each customer in a way they recognize and respond to. Follow up on any problems quickly, comprehensively and efficiently.

QSR Digital Signage

Digital screens do amazing things for all types of organizations, and Quick-Service Restaurants (QSR) are no exception. QSR digital signage lets a single branch, or an entire network of locations, work smarter and more efficiently, and scale the business during periods of growth.

And there's something about digital signs that makes them memorable. As more and more people become accustomed to getting their information through screens, that information seems more trustworthy, somehow. Some research has even shown that digital menu boards increase sales by up to 38%, and that number will likely grow in the QSR sector (retail shops have seen higher increases in sales just by placing displays next to cashiers).

One reason for this increase is that, because the information on screen is flexible and can be changed easily, the menu can actually suggest items that go with a customer's choices. It's an automated "would you like fries with that?" but customized to that particular order.

This is a visual medium, but it's also dynamic. High-quality HD pictures that never fade over time entice potential customers, while small motion effects and videos capture their attention, exposing them to your content for longer. Because the visuals are so appealing, it's likely to draw notice even from passersby. To really grab them, consider using multiple displays to show large-scale images or many smaller ones, and which can be seen from quite a distance.

Digital signage in QSRs also allows for greater brand differentiation. Not just the logo and colors the establishment uses, but the way people interact with the brand through the screens. An effective deployment makes for a more positive customer experience, allowing greater freedom of choice not just in what people can order but how they order it.

Interactive touchscreens and kiosks are starting to appear in many QSR stores, freeing up human staff to spend more time with customers who want to do things face to face, or who are using the drive-thru. Yet there are more interactive options available than just on-site screens.

QR codes placed on tables can let people choose their seats first, access the menu by scanning the code with their smartphone, and even place their order before even having to stand up. Adding a similar feature to the website extends things even further, letting customers browse and order before even getting to the specific store to pick up their food.

Digital signs offer better queue management because there just aren't as many queues. You can also show which orders are being prepared and which are ready for pickup. Studies have shown time and again that having screens with compelling content on them immediately reduces perceived wait times by as much as 35%.

Digital menu boards can also offer lots of information, from sourcing information to nutritional stats to allergy guidelines, for compliance with food labeling laws. All of this is there for those who want it. All this info, and the entire menu, can be offered in multiple languages, accessible with a simple tap of an onscreen button. And there's no limit to how many languages the establishment can add.

Obviously, QSR digital signage is cleaner and more environmentally friendly than printing menus. You save all of the paper, ink and waste, and the system is much cheaper in the long run.

Since nothing's printed on paper, changing things is easy. With good digital signage software, data can be updated manually in literally seconds, using any web-connected device. This means a branch manager could add a new special to the menu using their phone or laptop; they don't even need to be physically present. The glass screens can be wiped down to prevent germ transmission, and enabling people to use their own devices adds another layer of personalization, as well as protection against bacteria and viruses.

A cloud-based QSR digital signage system can integrate with the store's point-of-sale system, making sure that inventory numbers are updated immediately, and no one gets disappointed when they order something only to find out that their choice is all sold out. With basic scheduling tools, limited time offers can also go onto the displays, and come off of them, quickly and automatically.

Messages can even be dayparted, based on historical traffic flow data. If a certain store finds that there's an increase in sales of ice cream and milkshakes in warmer months around three o'clock (when school gets out), maybe a special offer can entice even more sales during this customer-led rush.

And while many QSR stores are part of larger chains, they're still part of a community. In down times, or on idle screens, local events, news and weather can be displayed to entertain in-store diners. Should trouble come knocking, like a sudden storm, screens can all be overridden in an instant to display alert messaging.

Digital signage for quick service restaurants is the wave of the future, and with good reason. It gives customers more options and more ways to interact with your brand, reduces queuing times, and creates a positive, seamless customer experience. On the back end, it's easier to use than physical menus, easily integrates with a number of systems via the web, makes inventory tracking simple, and increases the bottom line through efficiencies and increased sales.

The question isn't why QSRs would use digital signs, it's why wouldn't they?

Digital Signage for Tourist Attractions

Some retail venues are more about participation than purchasing.

When people go out to spend their hard-earned money, they want things to be as easy as possible so they can focus on the fun. Digital signage for tourist attractions is the flexible and scalable solution many venues are using to vastly improve the visitor experience (VX).

It doesn't matter if the location in question is purpose-built, novelty, natural, or cultural; any type of attraction can benefit from adapting digital signage to their specific offerings. Some examples include:

- Museums (and galleries)
- Libraries
- Aquariums
- Theme parks
- Zoos
- Botanical gardens
- Sports stadiums
- Casinos
- Entertainment venues
- Building tours
- National parks

Even events can be attractions, such as festivals, markets, street parties, parades, marathons, temporary exhibitions and the like.

An obvious fit for digital signage is spaces that are primarily indoors. Adding interactive touchscreens or kiosks allows venues to supply even more information that visitors can access when and how they want to.

The lobby or entrance is a good place to start since all visitors pass through here. Just a few displays can accommodate hundreds of people a day, allowing them a moment to plan their visit before heading inside. And since many venues attract visitors from all over, content can be offered in several languages to make things even easier for visitors, regardless of where they've come from.

Your digital signs fall into roughly four broad categories – wayfinding, information, advertising and boards. All of these can be either static or interactive.

Wayfinding is a key feature many attractions use, supplying maps and displaying messages reminding people of the different areas they can visit. Some locations can be quite large, and having access to comprehensive maps can make all the difference to visitors. If you include a QR tag, people can even download the map to their phones. If there's a lot to see, adding a directory of some sort to augment the wayfinding can be extremely helpful. Wayfinding can even help with parking lots – people can have the location of their car sent to their mobile, so they know exactly where to go once their visit is over.

Information that seldom changes, such as ticket prices, operating hours, background on the venue and permanent features can all easily be put into visual messages that have impact. Temporary exhibits, limited time offers, important announcements, special events or performances, and other “extras” can be included in playlists managed by digital signage software to add more excitement and variety to your messaging. For some attractions, it might even make sense to partner with nearby businesses, offering advertising space on the digital signs. This can serve as an extra source of revenue as well as further enhance the visitor experience.

For many venues, there's some kind of food option available on site. Menu boards allow the nesting of dense amounts of information that people can sort through using interactive screens. You can show not only which items are currently available for purchase, but their nutritional information, allergy warnings and more. If you don't have touchscreens, menu boards are still more economical and eye-catching than old, printed menus.

One thing many attractions have is queues. These are expected, but digital signage can help make them seem less arduous. Integrating digital signage with a queuing system lets people see how long their wait is, which reduces perceived wait times. And while they're waiting, the signs can display all of your other content as well, keeping people informed and occupied. Queue management can go further, helping prevent crowding or making sure a venue is not over capacity due to space limitations or health restrictions.

Sustainability is on everyone's minds these days, and since digital signs use no paper or ink, there's no waste to deal with. Messages that promote the facility's green initiatives, such as recycling and carbon offsets programs, can be shown to remind everyone to do their part and show that the venue cares about the environment just as much as they do.

One of the biggest perks of a digital signage system for tourist attractions is the ability to integrate with a comprehensive alerting system. Take over all the screens at once or just those in areas that are affected to show weather or safety notices. Let people know the nature of the alert and give concise but comprehensive instructions as to what to do next to ensure their safety. Partnering with CAP-compliant apps helps take some of the burden of your team as well, since CAP alerts can automatically trigger alert notifications on screens.

The fact is that most people get their information from screens these days, and it just makes sense for tourist attractions to incorporate digital signage into their visitor communications. This makes the visitor experience more efficient and comfortable, reduces the amount of work your staff needs to do (freeing them up to give more personalized service), and saves money in the long run.

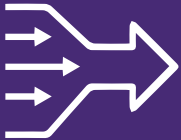
Whether it's an amusement park, a national park, a museum, a stadium or a casino, digital signage for tourist attractions is the most efficient way to get timely, relevant information out to visitors in the fastest, most efficient way possible.

6 WAYS TO OPTIMIZE THE Visitor Experience



1. KNOW YOUR VISITORS

- Analyze web traffic and visitor demographics.
- Give general information ahead of time, using a website or registration system.
- Ask for simple feedback, like “how did you hear about us?”



2. FIRST IMPRESSIONS MATTER

- Match the internal experience with your external presentation, whether that’s the exterior of a building, website or marketing efforts.
- Make sure everything is clearly signposted and logically organized at the entrance, so people can find what they want quickly.



3. MAKE IT COMFORTABLE & INVITING

- Welcome visitors using trained staff or digital signage messages.
- If there are health or security protocols, streamline them.
- If there’s a check-in or check-out process, make it as smooth as possible for the visitor.
- Make instructions succinct but friendly.
- Use wayfinding and directories to make it easier for people to find what they want.
- Reduce perceived wait times by using a queuing system.
- Ensure everything in the visitor experience is ADA compliant.



4. MAKE IT SEAMLESS & PERSONAL

- Display event schedules on digital signs and meeting room signs.
- Use interactive screens so people can explore on their own to find what they need.
- Have tips for getting more info, traffic data, public transportation schedules, etc.
- Use QR codes and short URLs so people can take info with them on their mobile device.
- Offer information in multiple languages, if appropriate.



5. MAKE SAFETY A PRIORITY

- Integrate your digital signs with an alert notification system.
- Clearly display health and safety policies, and keep them updated.
- Outline current protocols, such as mask requirements, social distancing, etc.
- Use a space management system to show capacities for rooms, elevators and the like.



6. GET FEEDBACK & ADJUST

- Provide simple, user-friendly ways to get feedback.
- Respond to suggestions or complaints quickly.
- Follow up with all visitors to thank them for their visit and encourage their return.
- Make adjustments as needed to continue optimizing the visitor experience.

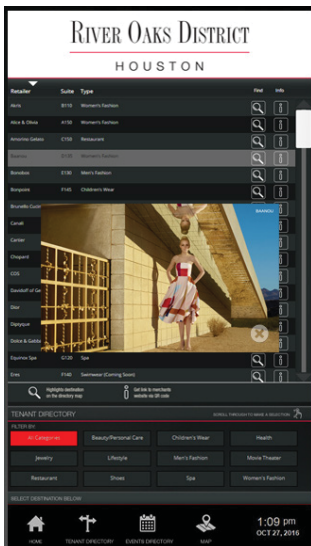


Get Interactive

Today, we're used to touching screens to get what we need. So, it makes sense to use interactive displays as part of your retail digital signage strategy:

- You have a single source for lots of information
- Your audience chooses what is relevant to them
- It alleviates the burden on your staff
- People are beginning to expect interactivity

Touchscreens can show just about anything – directories and wayfinding, online reservation portals, customer satisfaction surveys, and many other possibilities. Basically, anything you can put on a website can be put on a digital sign. Extremely large amounts of information can be accessed on touchscreens, but it isn't overwhelming to the audience because they're in control of what they see and when they see it, creating a more personalized experience.



Wayfinding

Digital wayfinding is the modern way to help people get from point A to point B. We're not talking about simply replacing static physical maps with static digital ones, we're talking about interactive wayfinding. People use their mobile devices every day to find places on their own, and your wayfinding signage needs to give them a similar experience.

Touchscreen maps, either on interactive digital signs or interactive wayfinding kiosks, offer a "self-service" approach towards the problem of helping people navigate a venue. By putting the search process in their hands, people feel more in control, which leads to a more positive visitor experience for them. It also saves your organization time and money, since there will be fewer people asking for directions from staff.



Maps can not only show "you are here", but can actually draw out the best route to the intended destination. You can even allow visitors to print the specific directions they need, or have them sent to their phone or tablet by using a QR tag or text messaging. High-quality pictures of landmarks along the way can also make navigation easier.

Wayfinding signage systems can include directories that are searchable according to different audience needs – people, places, departments, events and so on. And you can quickly update directory information by tying it to Excel, XML, JSON or connecting to a database, so the system adjusts automatically.

Wayfinding is one of the most useful things you can provide your audience, and a well-planned digital wayfinding solution can also provide a little "wow factor" for visitors to your facilities. Your goal is to make their lives easier, save them time and improve the visitor experience. Digital wayfinding done right can do just that.

Menu Boards

We all have to eat – that’s why many types of organizations have on-site facilities that offer food and drink. It might be a cafeteria or commissary for employees or students, a food court with several options available, or a café where people can relax for a few minutes while getting some refreshment.

Whether someone is taking a lunch break or stopping off on their way someplace else, they have a limited amount of time. You can maximize that time by using digital menu boards. Menu boards can improve the customer experience by informing people and saving them time and can also increase revenues while saving your organization money.

Digital menu boards are engaging: Digital signage is ubiquitous in restaurants, and diners naturally look for it to see what’s new, what’s good, and what deals are on offer. Digital menu boards are the modern way to entertain and inform, reducing perceived wait times and enhancing the dining experience.

Digital menu boards are dynamic: We all know that movement draws attention, and digital menu boards let you play videos, add pictures and slideshows, or show commercials and advertising. Why be stuck with a single, static menu when you can show vibrant images and animation?

Digital menu boards are fast and easy to update: You want to catch your audience and tempt them with the products you’re focusing on today. If you host your menu board data in an Excel spreadsheet, XML file or web interface, you can change product, pricing and nutritional information quickly and easily in one place.

Digital menu boards let you daypart: If you have breakfast, lunch and dinner menus, digital menu software lets you show what you need at the right time. If your menu is local and seasonal, you’ll definitely want an easy way to make changes. With simple scheduling tools, you can rotate menus throughout the day or season so you’re maximizing your screen real estate.

Digital menu boards add real value: Digital menu boards can reduce your staff costs by making the ordering process faster. In some cases, you can even employ interactive kiosks so people can order before they hit the counter. It also lets you target your audience and show them the right content at the right time – prompting impulse purchases.

Digital menu boards are cheaper than print: Even if you’ve got a fairly standard menu, you’re bound to have specials, meal deals or other promotions that will require additional placards or signs. Printing those on a regular basis can really add up. Also, there’s no doubt that your prices will change over time, so digital menu software gives you a flexible medium that can adapt to changes quickly and easily.

Viewers spend **30% more time looking** at digital signage versus static signs.

Digital signage decreases a customer’s perceived wait time by **up to 40%**.

56% of consumers say they have been **influenced** by a menu board.

30% of customers say a digital sign has prompted an **unplanned purchase**.

Operators claim they experience a **3%-5% sales lift** after installing digital menu boards.

Sellers see an average increase of **2.5%-3% in margin** per transaction when using digital menu boards.

Businesses typically recoup their investment in **9-18 months**.

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BENEFITS OF CUSTOM MENU BOARDS



1. MORE ATTRACTIVE, DYNAMIC & ENGAGING

- People process visuals 60,000 times faster than text.
- Photos, videos and motion make menus more attractive to customers.



2. FASTER EXPERIENCE FOR BOTH CUSTOMERS & STAFF

- Custom menu boards let customers choose quickly.
- Show queuing info to further reduce perceived wait times.
- Add interactive kiosks and online ordering to speed things along.



3. POSITIVE IMPACT ON CUSTOMERS' BUYING DECISIONS

- Digital signage is a great way to up-sell and cross-sell.
- Sellers see an average increase of 2.5%-3% margin per transaction.
- 30% of customers say a digital sign influenced an unplanned purchase.



4. BOOST BRAND LOYALTY & REVENUES

- Unlimited real estate for product advertising.
- Advertise specials, daily deals and other limited time offers.
- Promote loyalty programs, events and social feeds.
- Always keep your menu on at least one screen!



5. COMPLIANCE WITH LABELING LAWS

- Show calorie counts, allergy alerts and other dietary info.
- Display icons next to menu options or fullscreen nutrition tables.
- Use QR codes to route to ingredient lists and sourcing info.



6. INTERACTIVE, SELF-SERVICE OPTIONS

- Use touchscreens for menu browsing and ordering.
- Younger customers expect touchscreens!
- Kiosks encourage people to dive deeper and stay longer.
- Offer satisfaction surveys on the spot.



7. CENTRALIZED & LOCALIZED

- Content management in a single app.
- Centralized and consistent branding from HQ.
- Organize users into groups with different permissions.
- Local franchises can contribute their own content.



8. UPDATES ARE FAST & AUTOMATED

- Pull menu info from POS, CBORD, XML, JSON or Excel.
- Automatically updates on screens when changed at the source.
- Great for venues with rapidly-changing inventory.



9. EASY SCHEDULING & DAYPARTING

- Schedule ad campaigns in advance with end date.
- Choose days and times of day for content on screens.
- Great for breakfast/lunch/dinner, daily/weekly and seasonal menus.



10. CHEAPER THAN PRINT

- No printing or associated waste costs.
- Less labor to design and maintain.
- Cloud subscriptions make content management affordable.



11. EASY TO EXPAND

- Add more screens (drive-thru).
- Add more locations.
- Simply add more users to your digital signage app.



12. DESIGN HELP IS AVAILABLE

- 74% of customers say an easy-to-read menu board is a top priority.
- We have menu board templates available.
- Get custom designs from our award-winning artists.

Shuttle Maps

Showing real-time shuttle and bus maps on your screens gives your audience content they care about, and allows them to wait for their ride in comfort instead of sitting outdoors in bad weather. This can also be a safety issue. If riders can see where their bus is on the map, they don't have to wait outside at night or in poorly lit shelters. Instead, they can wait indoors and arrive at the stop just before the shuttle does.

Donor Boards

One interactive screen can access as many things as you like, and takes up a lot less space than dozens of plaques. Recognize volunteers and patrons who have contributed to your success with photos, videos and bios. Names can be sorted by individual, group or company, alphabetically or by giving category. You can also promote ongoing campaigns and programs, and provide instructions for people who might like to donate their time or funding.

Stay Safe

A digital signage system can also be an alert and warning system – with clear instructions to customers and staff, such as evacuation procedures and meeting points. With a single command in the software interface, every screen can immediately warn everyone of incoming severe weather or other emergencies. You can show alerts across your entire system or select specific locations or screens.

Many digital signage alert systems can interface with CAP alerts, or the Common Alerting Protocol. When there's a public warning, the system receives it and automatically triggers the necessary alert notifications. This saves time and keeps more people safe.

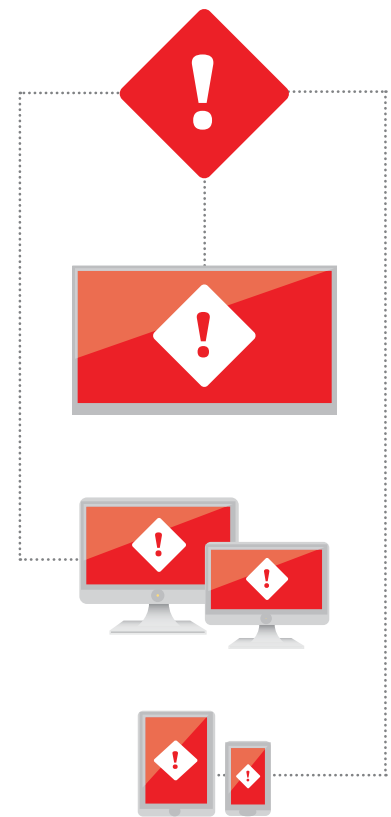
Just make sure to test your alert system, fine-tuning it so it's as fast and efficient as possible, and so there's no confusion for the audience. In a real emergency, people aren't going to have time to stop and think about what your messages mean.

Conclusion

Most visitors and in-person customers form their first impression in under five minutes. Attractive displays in strategic locations can go a long way to ensuring that their first impression is a favorable one.

Great customer and visitor experience requires engagement. Digital signage gives you a modern, dynamic and imminently flexible way to show customers that you're focused on their needs. It makes their interaction with you more pleasant, resulting in both customer satisfaction and brand loyalty.

Whether its advertising or live data feeds, staff communications or meeting schedules, digital signage is flexible, efficient, cost-effective and scalable. What you communicate, and how you communicate it, is limited only by your imagination.



Want to learn more? Contact us at salesteam@visix.com.