



INDEPENDENT STUDIES FOR CORPORATES / BPO

A case study by a digital signage company:-

The client is a leading BPO / ITES company based in New Delhi. Mrs. Malik, VP HR was in a monthly status meeting with her team. An important concern occupying her mind was low motivation among employees, evident in the sharp decline in productivity over the last quarter. One idea to come out of the meeting was to enliven the work environment and engage the employees more closely. Having heard of interactive notice boards earlier, a team member suggested inviting the Signage Company team to discuss possibilities.

The Situation

The Signage Company team tried to understand the situation at the call center. Some points that came out of the discussion were

- The call center employees spent a lot of time at work (typically 10-14 hours a day) – therefore they needed to be engaged at a more personal level continuously.
- The HR department frequently organized recreational and motivational exercises, but they were once every two weeks and was perceived as infrequent by many employees
- It was a 24/7 call center and the HR department could not be available all the time. There were employees who would come in on weekends or other odd hours continuously for months and they needed to be engaged as well. It was this group that was showing the most loss in productivity. They felt left out.
- The average age of employees was 25 years. So it was a fairly young group and technology oriented

Results

Following were the key outcomes of the implementation of Signage Company in the first few weeks of implementation.

- 56% higher response to the intranet polls. On further investigation, it was revealed that because of the ability of the employees to see in real time the poll results, it resulted in higher participation
- The first two weeks of the implementation saw a 7% increase in productivity. This was partly attributable to a sense of healthy competition that the real time results created on the notice boards. This factor alone contributed to immediate and tangible ROI



- Increase in the number of queries to HR regarding programs and benefits
- Enhanced participation in birthdays and other celebrations. The attraction to see your own birthday message on the notice board marked this increased participation
- Signage Company powered this through the unique signage platform that can
- Seamlessly display multiple content formats
- Integrate with enterprise data systems
- Provide extremely easy to use interaction mechanisms for the administrator and participants.
- Real time updates to the notice boards

All of this was achieved by using inexpensive computer hardware, in some cases old computers discarded by the company was used. Implementation was done in less than a week. All the screens used the free Fedora operating system to keep costs down. Mrs. Malik later told Signage Company “I am happy and delighted to see the response generated in the first few days. I think we have found a tool to keep our employees informed, engaged and motivated. Thank you Signage Company.

Awards Highlight Growth of Digital Signage in Corporate Settings

“Retail is what everyone sees, but the corporate market has a lot of great digital signage applications,” says Scott Stanton, director of product and technology services at The Digital Signage Group.

“We think the corporate market is really strong right now,” Stanton adds. “It’s easy to build a system that does things corporations have been doing for a long time.”

For example, Stanton cites waiting room communications. In lieu of the familiar stack of corporate annual reports and other literature scattered on coffee tables, many companies today are opting to put their messages on digital signage screens. Those messages could be as simple as text because most companies certainly have text available that they can display, Stanton says.

However, any company that does advertising, any kind of corporate PR, or shareholder communications should have ample raw material for signage messaging, Stanton says.

Corporate clients earning DIGI Awards took their signage several steps further. Rita Edwards Multimedia LED, Rancho Cordova, Calif., observes a similar surge in interest in digital signage among corporations. Her company provided signage design, implementation, and content for JP Morgan Chase, whose huge LED display in Times Square was honored with a DIGI for “Excellence in Technology.”

“Digital signage has evolved significantly in the last five years and has become part and parcel to the overall branding mix that several Fortune 1000 corporations utilize,”



Edwards says. “Many key advertisers are now demanding digital platforms for their extended messaging.

“Corporations are going through a learning curve on the appropriate content to use and are now realizing that this is a media platform unto its own and requires specific content creation to effectively make an impression on consumers,” Edward adds.

JP Morgan Chase’s project involved a 45-yard, curving LED display in New York’s Times Square. Other corporate clients whose signage implementations gained DIGI attention included Radio Shack, which designed an interactive model home of the future to showcase its technology products, and worked with Creative Realities, Fairfield, N.J.

Nygard International worked with GFX Dynamics to develop a system that linked video messages to customer actions in handling specific packages, which were equipped with radio frequency ID tags.

Stanton concedes that many corporate applications of digital signage still strongly overlap retail uses, but he also says more and more companies are discovering uses for signage that far transcend point-of-sale—those waiting room signs, for instance.

“You can put your PR pieces up on the wall and people will actually pay attention,” Stanton says, noting this isn’t always the case with print literature. “You can reduce people’s perceived waiting time if you give them something to do.”

Other corporate users are opting for digital signage “way finding” systems, delivering interactive maps and directions to visitors to help them navigate office buildings, plants, and other facilities. “We see all kinds of really cool applications for the corporate market,” Stanton says.

Brand management is likely to be a major use of digital signage, Stanton says, and this orientation will continue to blur the line between sales and other corporate messaging.