

From

Digital Signage to Digital Experience

Redesigning the Future
of the Customer Experience

Parking Availability



Provide clear directions to free or reserved parking spots.

Event Driven Content

Dynamic Content captures **400% more views** than static displays



Display automated, dynamic playlists that respond to triggers like changes in the weather.

Audience Driven Content



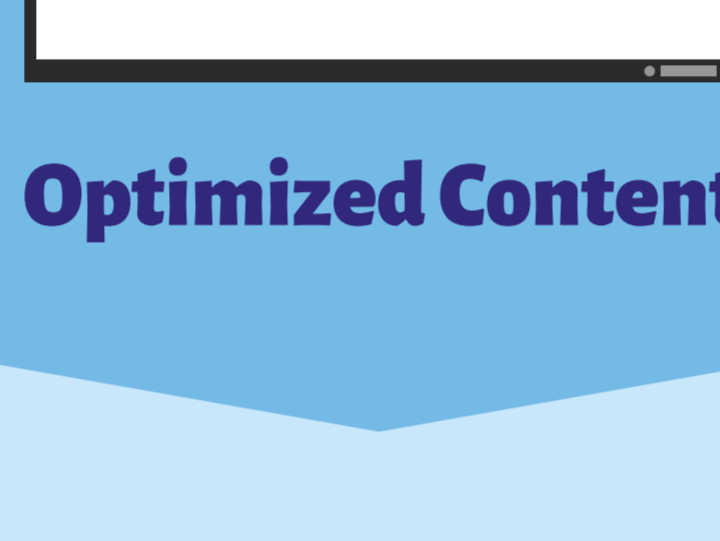
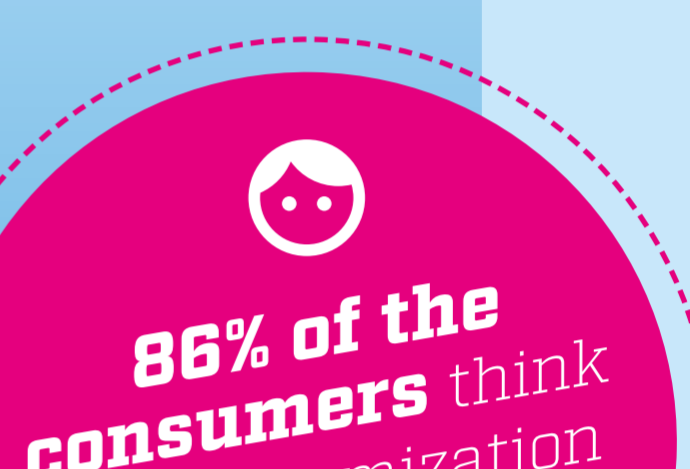
In Customer Journey and Customer experience people expect to deal with brands in a cognitive and emotional way
- Prof. Dr. Reinartz

Gain insights into consumer's preferences with face recognition and tailor your content.

User Advantages



Track and analyze data
Gender, Age, Mood, Accessoires...



Optimized Content

86% of the consumers think that customization has an influence on their purchase decision

In-Store Maps & Interaction

The demand for interactive content with touch interaction has **increased by 82%**

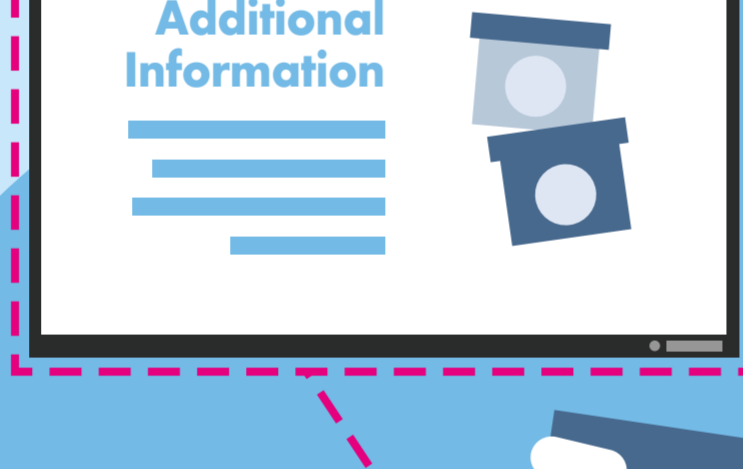


Computer, where is the butter?

AISLE 8, LOWEST SEHLF.

Show the location of a product and the best way to get there.

Event Driven Content (RFID)

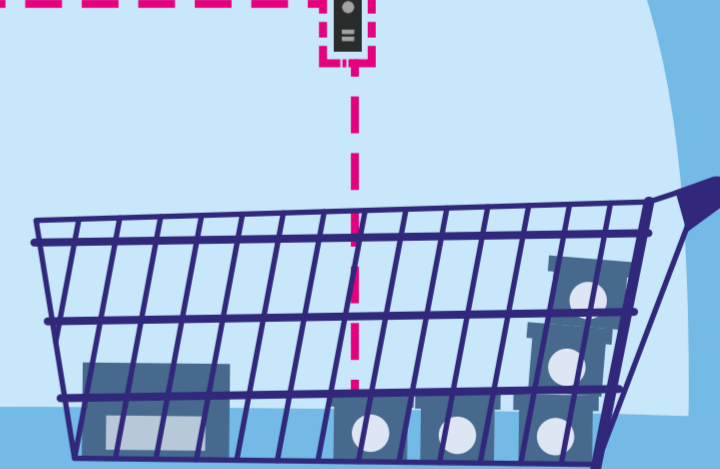


69% of customers perceive advertising and additional information at the POS

Display additional information and offers on RFID-tagged products.

Event Driven Content

1 in 5 people made an unplanned purchase after seeing an ad on a Screen



Display recipes or other complementary products by using RFID-tagged products as part of the shopping experience.

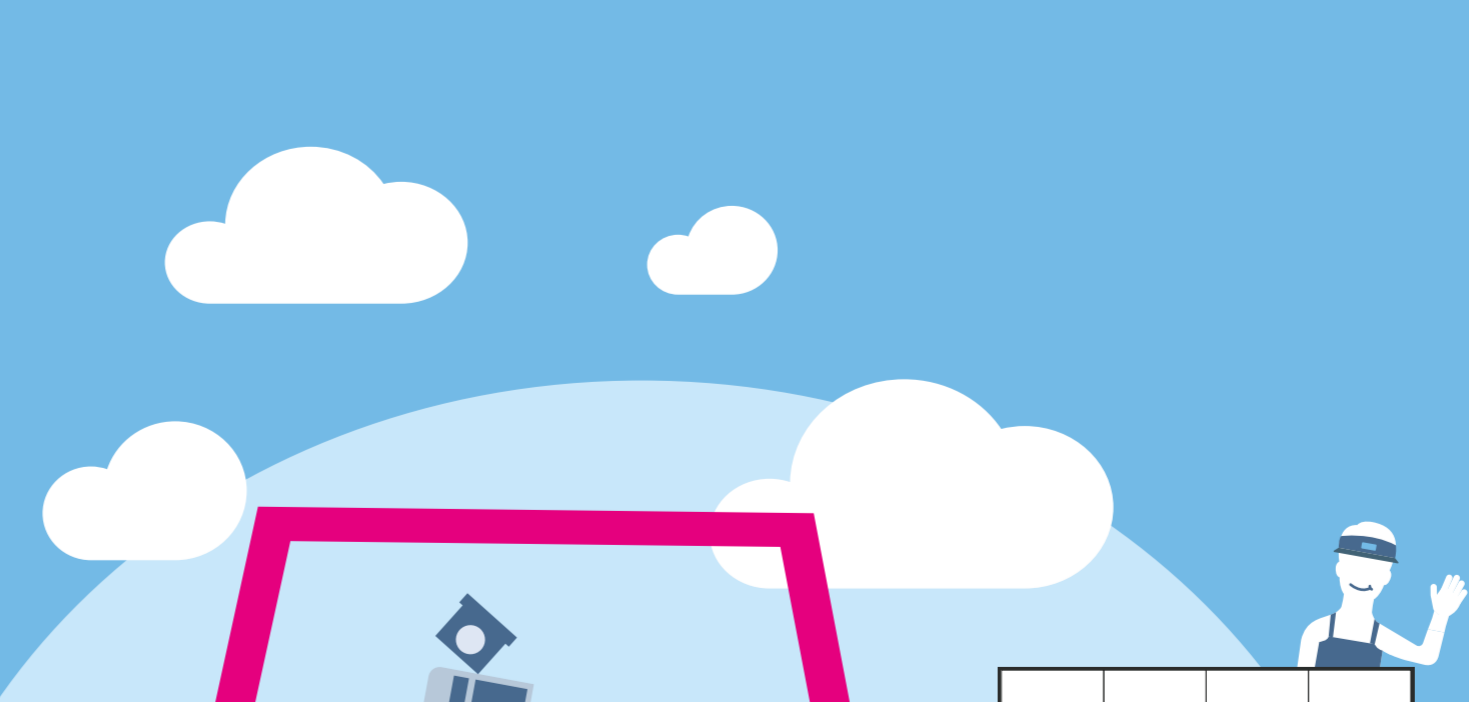
Checkout Optimization



Digital Signage reduces perceived waiting times by as much as **35%**

Provide estimated waiting times based upon the number of people and number items currently on the checkout belt.

The END*



Happy customer, happy shop owner!

*This is the end of this story, but the beginning of a special Digital Signage era.

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Sources: <https://www.vainights.com/doc/how-your-retail-it-clients-can-drive-sales-improve-shopping-experience-with-digital-signage-0001>
http://asus-business.co.uk/9-reasons-to-adopt-digital-signage/?utm_content=bufferes4e&utm_medium=social&utm_source=twitter.com&utm_campaign=TMT