



**LEGACY**

RETAIL SERVICES

*Performance Driven*



**HOW DO I**

# **INSTALL DIGITAL SIGNAGE**

**IN RETAIL ENVIRONMENTS?**

Large Financial Services Companies



## THE CHALLENGE

The customer needed to install one 42” touchscreen unit in approximately 100 dealerships. Installations needed to take place at night in a very tight timeframe.

## THE SOLUTION

LEGACY Retail Services and the customer developed an action plan involving several visits to the branch to identify all possible pitfalls that might occur during the installation. We created install manuals, scheduled jobs, helped to coordinate equipment logistics, and performed site prep. Processes were developed to arm technicians with everything they would need to complete the installations in a tight timeframe.

It used to be the only way someone could experience a new car was to take a test drive. Walk into one of these dealerships today and you'll see how dramatically the showroom experience has changed. In addition to their award-winning lineup of vehicles, the customer has worked hard to create a shopping experience that goes far beyond the traditional dealer showroom.

To enable customers to get the most from their dealership visit, the organization developed interactive digital signage deployed at newly remodeled dealerships across the United States. Customers are now greeted with an interactive marketing tool that creates a visually appealing and emotionally powerful way to experience the fun of driving and owning a new automobile. The digital signs can currently be seen in more than one hundred dealerships in the United States as well as newly constructed branches coming online throughout the year.

The dealerships utilize this unique system to tailor and target content and information for each of its branches while leveraging its brand, media assets, and IT infrastructure. The financial service organization can configure and tailor the message to promote and educate the consumer on various products, all while getting treated to a multimedia experience designed to engage and inform.

LEGACY Retail Services provided site prep, installation and post-installation service for the dealerships all across the United States and Canada, providing value to the dealerships' company by creating process and manual development, scheduling, site preparation and installations.

The project team had very tight timelines dictated by the customer. Once we received authorization, we developed installation manuals and signoffs, surveyed, scheduled and coordinated logistics.



## Process and Manual Development

The customer was very advanced with the information, manuals and forms needed to complete a typical retail installation. Many different elements were considered due to the environment's complexity. All site survey forms, installation manuals, and signoff forms had to be modified and adjusted to capture all data and properly articulate to the techs what was expected of them during the installation. This process was completed through multiple site visits with LEGACY Retail Services personnel followed by several in person and conference call meetings. All information, forms and procedures were reviewed in depth until all parties believed that everything was in place and accurate.

## Scheduling

The first one hundred locations were based throughout the United States in both urban and rural areas. The customer required all installations to be performed at night. This created a unique challenge as the LEGACY Retail Services technicians had to work around and with other installation professionals that were present during the installation. Technicians needed to complete the installation in a professional and courteous manner.

## Installation

Once the site was ready for installation, LEGACY Retail Services Technicians were responsible for configuring the media rack and installing the screens and media wall in the appropriate locations. As an Internet-driven solution, the media player had to be configured to the local T-1 router and connect to servers based in New Jersey. Once mounted, the screens were tested and made live.

## Equipment Logistics

The equipment needed for the installation was shipped from the customer's facility. Due to the lack of storage space at the branch and the financial value of such equipment, LEGACY Retail Services worked with the customer to coordinate all logistics so that equipment for each dealership arrived the night of the installation, removing the possibility of any confusion from multiple shipments, lack of storage, or misplacement.

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**Digital signage projects like these are becoming the norm in retail environments. Successfully rolling out a program like this requires several behind-the-scenes processes and actions, which is why you need a company like LEGACY Retail Services to be successful.**

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