

HAPPIEST MINDS TECHNOLOGIES

Digital Signage – The future of Customer Experience



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Executive Summary

In today's world, customers are more sophisticated and tech savvy than ever before and this behavior has caused a massive disruption in the way they shop. Businesses are continuously facing the challenge of getting their attention, keeping them interested and lastly, not just satisfying their customers' needs but also leaving a dazzling impression in their minds which in turn will result in better customer satisfaction, higher customer retention and improving the brand recall through their an invaluable, word-of-mouth, advertising.

This paper focuses on how various solutions can help the businesses of multiple industries achieve these goals by taking some of the very basic steps towards the change. Through our solution, what we are trying to achieve can be broken down in to following activities.



A constantly growing percentage of customers prefer to shop through multiple channels because of an exponentially increasing penetration of mobile devices among the customers. They like to rely on the online content available to educate themselves about the product and with the constantly rising adoption of social media, the product reviews are not just easily accessible but also play a major part in converting a potential buyer to a customer.

Though one thing that can be said with absolute certainty is that, irrespective of the channel used for shopping, customers like digital content and when inside a store, they need a device that will indulge them, using which they can do all the research they want to and be absolutely sure before they go into a purchase decision.

Digital signage is any form of business communication where a dynamic messaging device is used to take the place of, or supplement, other forms of messaging. It could be in the form of a video wall, it might be an interactive signage that allows customers to browse the retailer's catalogue, it could be traditional static signage or it could very well be a kiosk that allows customers to place orders for shipment to their home.

Digital signage is just the kind of solution that will change the way we have done business and served our customers before. It's a solution that will act as that friend who helps them search, research, provides reviews and most importantly give customers the confidence to make the purchase before stepping out of the store. These solutions help the business gain customer's trust and make shopping quite a uniquely spectacular experience.

Problem Description

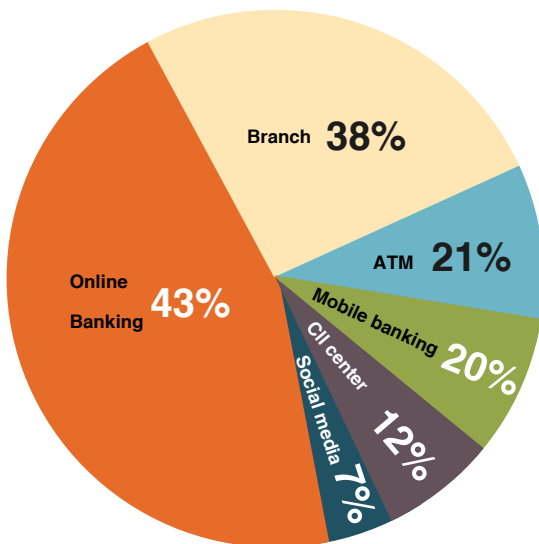
Most businesses face challenges that have arisen because customers have started shopping differently. Their expectations have become higher and they like to be informed about every product aspect before they go ahead with a purchase. A lot of efforts are put in for customers to walk into the store/office. However, once they are in, the bigger problems arise. For example:

- Can we provide customers with what they are looking for
- Can we offer a deal most suited for the customer or tailor offerings to suit them
- Are our customers happy with the options available
- Can the deal be closed before the customer steps out
- Do we know why we couldn't convert a deal
- Can we provide a better offer for the customer to reconsider
- Would they like to recommend our products/services to their friends and family

If you are aware of the answers to these questions, then serving your customers better will become much easier.

If we look at some of the data below, it will suggest that each of these factors play a huge role in customers' shopping experience:

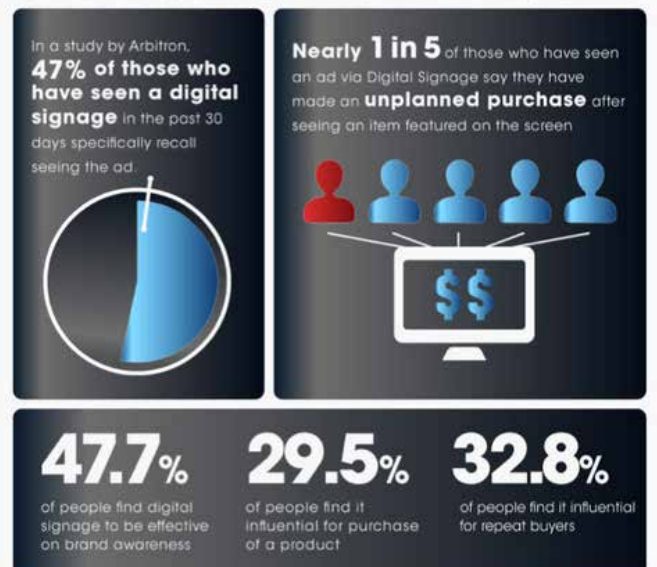
Consumers believe their primary banks should invest in:



- As per the survey conducted by PWC, 86% of the global respondents and 65% of the US respondents shop using a minimum of two different channels, while 25% of global respondents and 21% of US respondents use 4 to 5 channels to shop
- While shopping from the same retailers also, 74% of the shoppers use more than one channel in the US

- According to a report from Accenture, in the eyes of customers **“Financial institutions and advisors are just trying to sell me something, not educate me about my choices”** as 59% of Millennials (age 21-30), 46% of Gen Xers (age 31-45) and 57% of Boomers (age 46-70) agreed or strongly agreed with this statement
- A study by OTX shows that 40 percent of people surveyed said they were likely to pay attention to merchandising while at the bank
- 70% of 18-24 year olds are aware of digital signage and have seen it in the last 12 months; 27% of them took action based on the advertisements there
- According to Nielsen's 2012 “Global Trust in Advertising Survey”, 70% of the customers trust online reviews rather than the people they know
- In another survey, 56% of respondents indicated that they would be, at least, somewhat likely to switch brands based on better customer service options
- 86% of U.S. adults expect brands to offer multiple options and flexible timing to interact with customer service
- 95% of unhappy customers will return to your business if an issue is resolved quickly and efficiently

IS DIGITAL SIGNAGE EFFECTIVE? ABSOLUTELY!



Analyzing the data, we clearly know that there is a very strong need to revamp store/offices and the way we have served customers. Digital signage is the solution that helps us find a way to bring the virtual experience in to stores/offices and provide a seamless experience across channels. It helps businesses create a comprehensive online product/services catalog in the physical stores/offices making it easily accessible to all the customers. They can provide the customers an interface to place their requirements, search their options, access product/services information, social/online reviews and on request live expert recommendations. These interactive displays capture the customers' details (Demographics, interests, preferences etc.) and provide the business an opportunity to tailor their offerings dynamically. Also, with so much data captured, it opens up plethora of opportunities for the business to understand their customers better, their changing requirements and new product/services/offering introductions.

Solution

Our solutions consists of various components which are shown below:

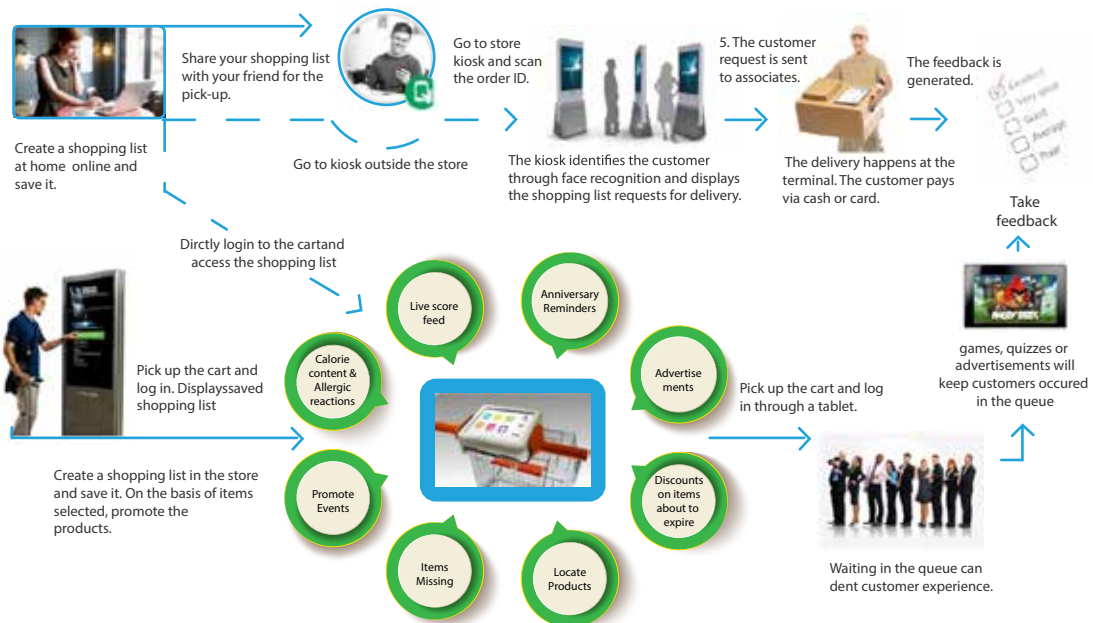


- **Content Management System** – It will be responsible for creating and managing all the contents related products and other digital media contents like videos, audios, images and so on
- **Integration Layer** – This layer will help in integrating multiple systems e-commerce, m-commerce, POS data to provide the customer with a complete cross-channel experience
- **Engines** – There will be multiple engines working running in the backend to study the customer data from various sources like e-commerce, social, Kiosk, CRM etc. and help the system make recommendations and promotions that are more relevant to the customer
- **Customer Data** – These systems will be responsible for storing all kinds of data related to the customer and will act as the input for all our engines
- **Web** – This component will include the appealing UI and all the services that will help fetch all the information required to be shown to the customer

Use Cases

Use cases that will show how digital signage changes the outlook of the business across industries.

Retail Industry



Digital signage becomes an extremely powerful tool in the field of retail. Retail customers today want access to products, information, trusted opinions, and deals, regardless of whether they are shopping online, in a store, or both. Retailers now can deliver interactive, immersive cross-channel shopping experiences that give their customers the convenience of online shopping in the store. We have divided the user story for retail customers in two parts where shopping needs and behavior are different from each other:

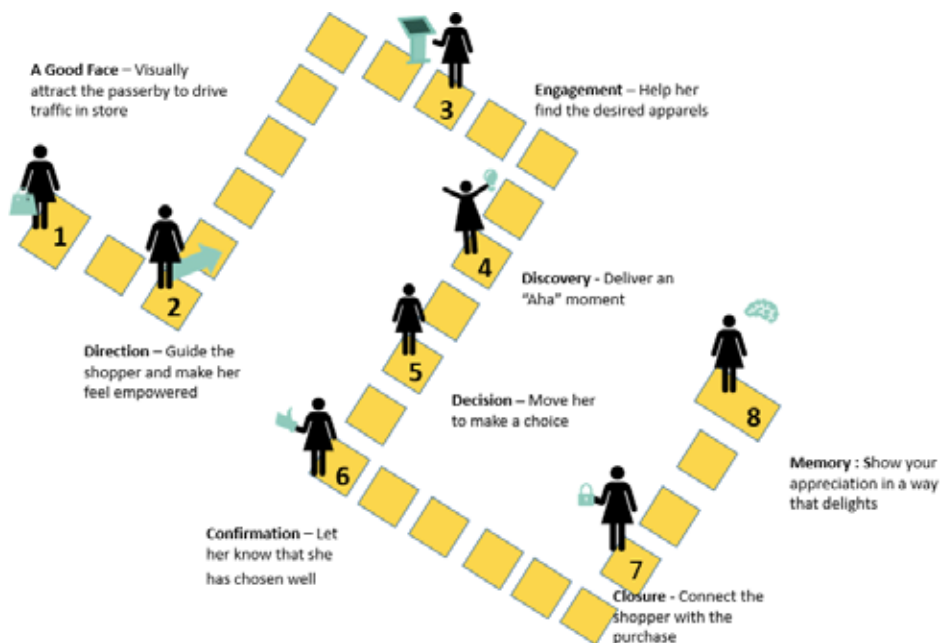
- Food (Items having shelf life)
- Non-Food (Items without a shelf life)

Food (Items having shelf life)

In the user story below, the customer has the flexibility of selecting any medium to initiate the shopping process, giving them a complete cross-channel experience. A spouse creates a shopping list sitting at home through web or mobile app and can share the same with her husband/friend if she doesn't have the time to go to the store. Husband/Friend will receive a code which they can just directly scan on the kiosk outside the store and request for the delivery of the items. They get notified

about the terminal to go to, collect their package and make the payment. The payment can be done at the terminal either through cash or card using mobile point-of-sale devices. Thus, the customer without even entering the store gets all the items needed and is spared from all the confusion that happens while they are in the store and also saves a lot of time for the customers.

If customers have the time to shop and prepare a list, they can do the same at the store as well. They just walk up to a kiosk inside the store and the facial recognition software recognizes the customer and logs them in their account. They will have access to all the items in the store and can go on dragging them in their cart. The kiosk can offer suggestions that the customer may have forgotten to add. For example: If the system sees that there are flour and milk in the list but no eggs and if in the past the customer has always bought eggs along with these two, then the kiosk will suggest the customer to add the missing item. Also, if there is milk in the cart, the system knows that there are milk packets in the store which will expire in 2-3 days and hence can offer a discount over those brands. Once the list is prepared, the customer will save it and pick up a cart with a digital device attached to the same.



As the customer logs on to the device, the newly added shopping list appears there which he/she take around the store. The device will also have many features like locating various products inside the store, product information (calorie content, allergic reactions if any etc.) for all the health conscious buyers, special date reminders (birthdays & anniversaries) which can lure the users to buy a fresh stock of daisies that has just arrived in the store, a live Score feed of a very exciting basketball game and so on. Once the shopping is complete, the customer joins the queue but on busy day the queue may be just long enough for them to disappoint them. As soon as the shopping ends, the device on the cart can offer various options like fun facts, games etc. to keep them occupied or even run a few surveys about various brands. Customer will be awarded a few loyalty points for the same and thus, those customers can also be lured to become a member of the loyalty scheme if they are already not. Lastly, once the shopping is complete, the customer can help us improve our service by providing the feedback about their experience while logging out of the device.

These devices help the business a lot in understanding the customer, his/her preferences, demographics, shopping behavior, favorite teams and sports, brands they follow and so on. Using this data, the analytics engine can come up with deals that the customers will not only be pleased with but would also want to flaunt it in front of their friends either directly or through social media. Also, it helps the business in capturing data around how many times they

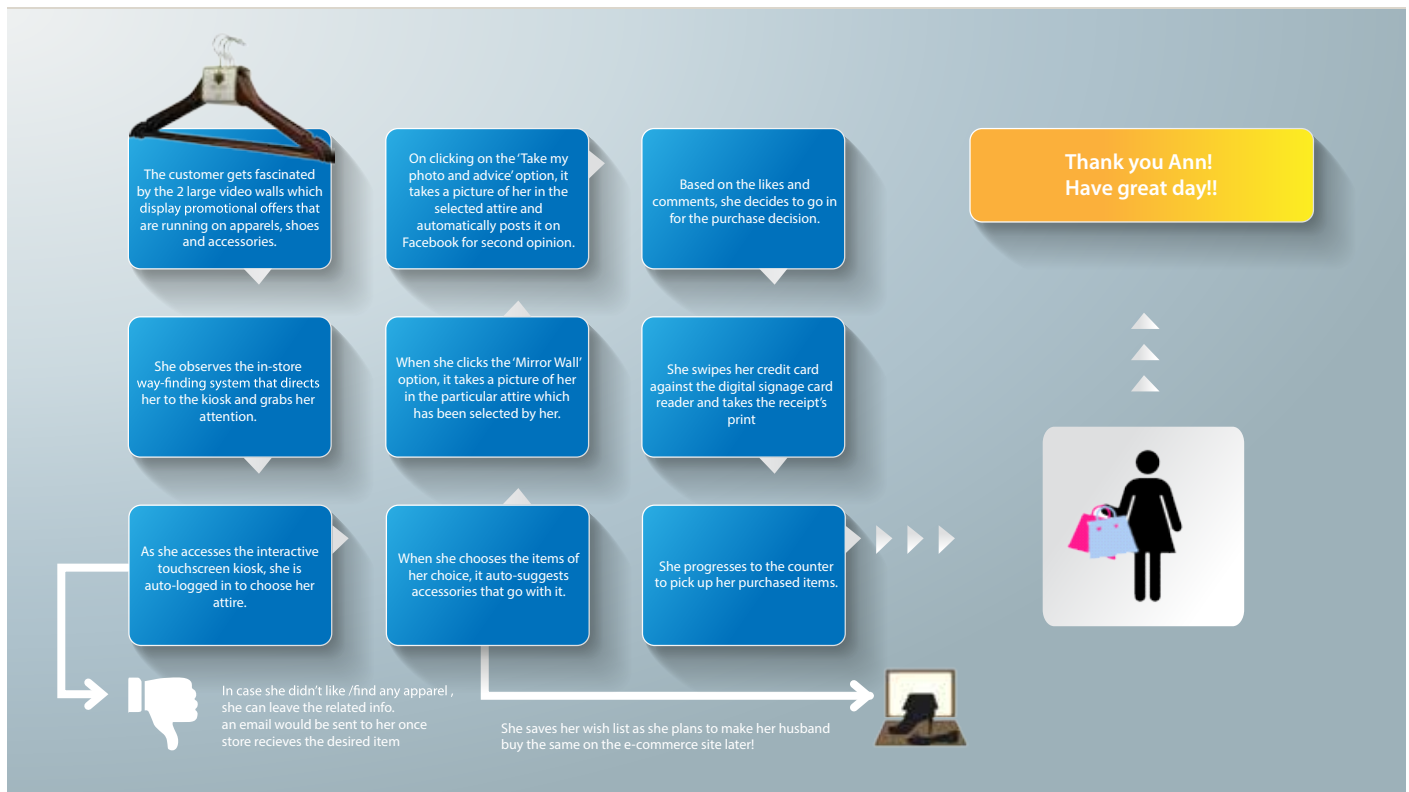
went out of stock, how many customers were looking for items they could not find in the store and what items are being searched the most etc.

Non-Food (Items without a shelf life)

The use case revolves around a shopper who enters an apparel store and experiences an interactive and personalized in-store experience.

A Customer enters the mall and finds 2 large video walls on the windows near the main entrance of a premium lifestyle brand store. Each screen is equipped with a sensor (camera) that is used to trigger content based on motion. The content on the wall consists of the apparels, shoes, accessories as well as the promotional offers. As she progresses inside the store, she finds a store directory which provides an in-store way-finding system that not only directs her, but also attracts more attention than the conventional signage.

As she proceeds further, she first encounters a touch screen interactive kiosk, where, through facial recognition, she is auto logged-in into the kiosk (as she is an existing customer). The customer base for this apparel store resides in a CRM. She now enters the choice of language, type of apparel, size and the color. The screen auto suggests the list of dresses in the order of the latest collection based on the input parameters keyed in by her. The screen also recommends the matching shoes and accessories which offers convenience of up-sells and cross - sells.



The interactive kiosk provides her multiple features:

- “My Mirror Wall” which when clicked, displays her video as a runway model in the same attire on a runway screen which is installed behind the kiosk.
- “My photo & advice” when chosen, clicks a photograph of the customer in the same clothing and tags her picture on the store’s facebook page. As customer discovers her friend’s likes and comments on the same, she would get a sense of motivation and thereby decide to buy the items.
- “My wishlist” - In case customer chooses to buy the items at a later stage, she can click on this option which in turn will save her wishlist. The same wishlist can also be accessed at the e-commerce site in case she prefers to buy it online at later point in time.
- “My Feedback” - In case the customer doesn’t like or find the garment which she desires to buy, she could leave her feedback/reasons along with her preferred requirement in detail. This feed will then get stored in the CRM and once the stock of such a kind is available, an email would be sent to the customer.

In our use case, the customer makes use of “My Mirror Wall” and “My wish-list” feature which not only drives confirmed sales, but also promotes the store’s Facebook page and has the customers and their friends indirectly “like” you!

She now swipes her credit card against card reader which is integrated with the kiosk along with the receipt printer. This enables digital signage to pull double duty as a transactional kiosk, bridging advertising into profitable venue sales.

Once the transaction is successfully completed, she gets notified of the counter no. on the kiosk’s screen from where she picks her merchandise.

At the exit of the store, she is greeted with personalized ‘thank you’ message which definitely enhances her in-store experience..

Banking, Financial, Securities and Insurance (BFSI)

Competition between banks to customers making branch visit has been more important than ever. Every visit is a key opportunity to build customer relationships. One such way banks can engage customer's attention is through digital signage.

Let's take a scenario where Customer enters a bank and he is driven by the first level of interaction – Display. As he approaches the display, a sensor attached to it gets enabled which in turn recognizes his presence, gender, approximate age and the dwell time. Recognizing these demographics allows the digital signage to display the most relevant message to him.

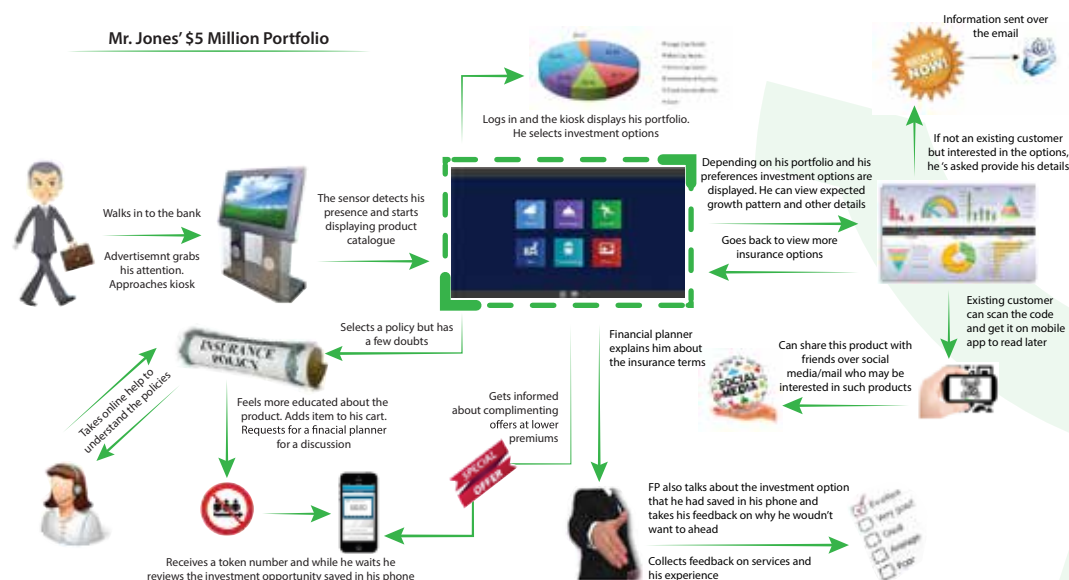
The message content on the display captures the customer attention and draws him towards the touch screen interactive kiosk to explore more on the investment options. The kiosk prompts him to enter his account details as he is an existing customer. As he logs in, he sees a trend graph which depicts about his last 10 years investment. He clicks on the "Recommend Me" option which suggests him the type of investments he could go for to diversify his portfolio. The kiosk was able to auto suggest based on his past history stored in the CRM.

In case he hadn't found the option which best suits him, he would be taken to a screen where he could input the reason and details of his financial prerequisite. This would ensure that the particular bank branch would notify him via email when there would be an investment option matching to his need.

He now explores the "Tell Buddies" option where the details of investment option selected by him (with a wider range in terms of investing amount and locking period) are also notified to his friends through social account.

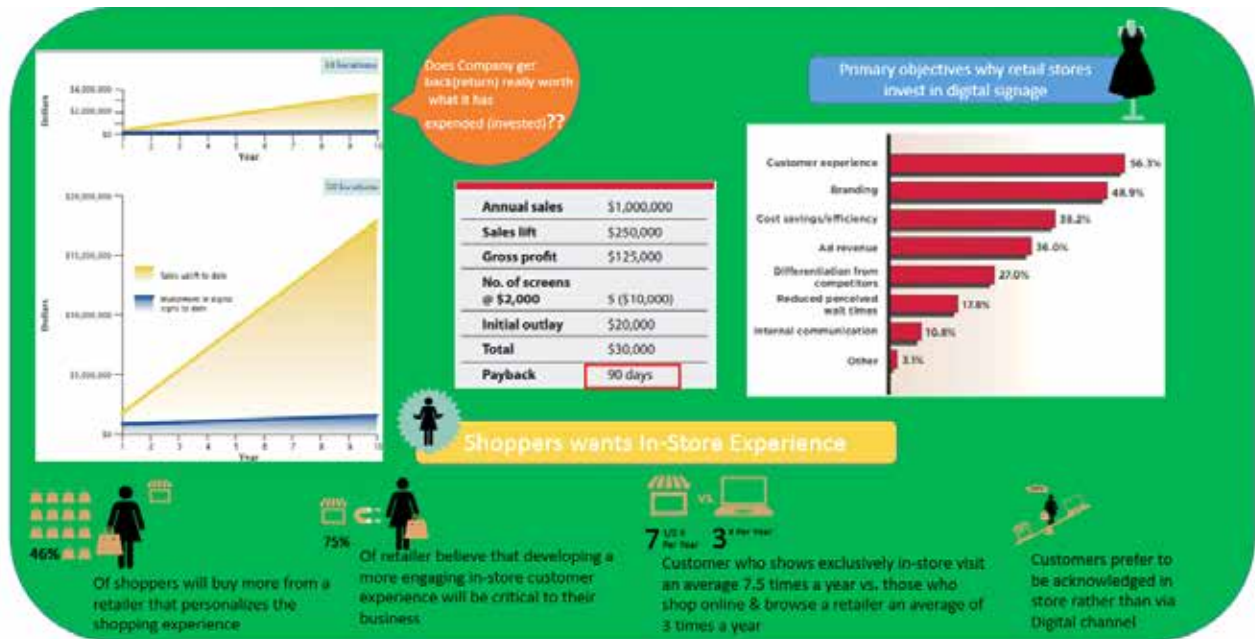
As he confirms his selection on investment option on the kiosk, he is notified of a special offer on the spot for Car insurance which provides Accidental cover facility for co passengers up to Rs 3 lac which in the past was Rs 2 lac. This enables the cross-selling of the products and services which is indeed one of vital marketing goals. He then uses the smart phone cameras to scan Quick Response (QR) codes to download information related to the car insurance offer. He then proceeds to the Queue in order to have a discussion with the financial planner in regard to the Investment he had chosen at the kiosk. In the meanwhile, he continues to read the Insurance related information till he reaches the financial planner's desk which in turn reduces the perceived wait times. Post his discussion with financial planner, he further fills his feedback on iPad about his experience at the branch which in turn fetches him points. These points when added to his existing ones led him to be eligible for a gift card for his best 2 choice of brands. The auto suggestion of the brand was based on the past survey and his social account.

The dwell time of the customer at the Kiosk enables bank to correlate the investment products option with sales of various products and services at that branch. Through Digital signage, bank was able to engage customer's attention throughout his presence in the bank and made most of every minute the customer was at branch.



Benefits

With the changing needs of the customer, digital signage provides a long list of benefits and has become indispensable for any business today.



ROI and ROO analysis

- ROI is the calculation of how long it will take for a retailer to recoup his investment.
- ROO on the other hand is not about dollars and cents, but rather about objectives which retail stores would like to reach such as better brand exposure or a more engaging customer

Better Customer Engagement

- Command customers' attention through the digital displays, which make use of images, videos and animations
- No more cluttered advertising/promotions
It can be a form of entertainment for customers waiting
- In queue to be served, i.e. Trivia questions, quizzes, brain teasers, fun facts; Videos, photo slideshows; Enhances office ambiance
- Enhances customer loyalty through engaging Programs on touch screens or with mobile interaction

Gain Operational Efficiency

- Eliminates the cost of printing paper tags, posters, menus, which reduces carbon footprint.
- Provides the flexibility to change the content any number of times during the day without impacting the

cost and has no lead time

Associates/Officials can be pre-informed about their requirements and hence reduce the customer service time

- All informative content can be made available online for the associates/officials to help customers resulting in a quick turnaround time
- Robust, scalable and reliable solution that can be managed remotely

Digital signage provides the flexibility to constantly rotate the advertisements or messaging, eliminating the spatial limitations of the wall

Cross-Channel Experience

- Customers have the flexibility to choose the way they want to interact with the business

With online and social reviews available at their disposal, customers can be empowered to take a decision while they are there in a store/office

Customers can be encouraged to check-in on social forums through these devices or share products/services with their friends/family resulting in word-of-mouth marketing from the customers

Targeted Content/Offerings

- With the simplicity of switching content, it is much easier to cater to any audience depending on the demographic info of the customer
- With customers' info available, new packages/services can be offered to the customer which appeals more the customer

Improved Marketing and Promotions

- Reinforce existing television, radio, print, and event marketing messages
- Promote new products, product lines, or product categories
- Up-sell, cross-sell, and drive traffic to particular areas in the store
- Advertise discounts, special pricing, or other timely messages
- Educate customers about services, new features, and how products work
- Customize content based on store location, time of day, customer demographics, and other attributes

Insights to Customer Data

- While the customer engages with the digital signage systems, they also generate deep insights into extremely useful data:
 - Demographics
 - Customers' needs
 - New trends
 - Preferences
 - Feedback
- It helps in ideation of New Products, Services, Offerings and business processes that will be more acceptable by the customers
- Data captured through these sources can be monetized which can create opportunities for the companies untapped information to create new sources of revenue

Conclusion

In conclusion, the digital signage has a huge scope and certainly seems like the right step towards the direction of understanding the needs of the customer better, especially, for the brick & mortar format of retail stores or offices. It has found to be extremely effective in increasing the footfall, generating inquiries, improving brand awareness, reducing perceived wait times, improving operational efficiency and most importantly, making store/offices visit a fabulous experience. Thus, delay in the adoption of digital signage will not be a wise move.

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Business Analysis/Consulting professional with 7+ years of experience in the Retail and E-Commerce industry spanning across Mobile and Web. He has strong interests in making use of technology to constantly simplify and improve customers' experiences, especially around the Omni-channel and digital signage area. In his spare time, Vivek is passionate about music and football.



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6+ years of IT experience with 5 years in CRM space. She is well versed in Manufacturing and Healthcare industry and has exercised the skill in combining business system savvy with the latest technology in customer service and contract management area. Neha is passionate about transforming concepts into state-of-the-art realities which provides quantifiable improvements in business potential.

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