

MESSAGING APPLICATION SUGGESTIONS

Retail/Point of Purchase

- Increase store traffic
- Enhance user experiences
- Improve productivity
- Influence consumer behavior
- Impact the audience
- Build brand image
- Repurpose content
- Inspire customer loyalty
- Drive revenue and profits

Corporate Communications

- Convenient way to keep customers and employees informed about your business
- Create a lively work environment for employees to feel more informed and plugged-in
- Company directions while providing real-time news, weather, sports and traffic information

Showroom/Trade Show

- Leave a lasting impression for brand recognition
- Attract the attention of a targeted audience in the showroom or a high traffic environment
- Effectively provide information about products or services at the site

Banks/Financial Offices

Benefit retail banking in many ways:

- Inform banking customers about services and products
- Deliver uniform and up-to-date content to all branches
- Localize messages for specific locations
- Maintain relationships with banking customers
- Improve business image

Hospital/Doctor Office

- Improve patient education and communications
- Include increased patient satisfaction and better patient outcomes through audio testimonial
- Centrally deliver patient education and communication content at the patient waiting areas of hospitals and doctor offices
- Provide effective communication while minimizing staff involvement & perceived patient wait time
- Educate patients while they are waiting, provide educational content specific to the waiting areas, and develop stronger physician and patient relationships

Ticket Offices

- Promote events right at the point of sale
- High quality audio promotional content
- Showcase the multiple sports, concert and other events
- Promotional merchandise related to the event

Hair Salon/Beauty Spa

- Showcase the beauty and healthcare products and services for a captive audience
- While the patrons are being cared for or waiting, provide advertising contents for beauty and healthcare related products
- Showcase the specialties of the in-house products and services

Mass Transit

- Ridership Info
- Customer Alerts
- ADA Requirements
- Train Arrivals
- Emergency Info
- Homeland Security

Public Library

- Inform visitors about current programs or events
- Introduce the latest hot reading topic or newly released books
- Creatively merge content from various existing sources including their website, marketing presentations, etc.
- Facilitate the educational programs and events in the library

Public School Districts

- Effectively communicate with teachers and students
- School announcements and events calendar
- Deliver global content at the district level and local content at each school level
- Central communication network for the school districts

To learn more about these applications or for equipment that can deliver your audio requirements – whether for music on hold, in-store messaging, or background music – contact us today!

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