

# Staying relevant with staff working remotely and optimising customer touch-points to get your message across

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The trend towards remote working has also seen a seismic shift in business dynamics, requiring businesses to rethink how they engage, support and motivate their staffers.



90% of information transmitted to the brain is visual so digital channel networks (in-store screen networks) are fast becoming the medium of choice for getting your message across. Since humans can process visuals 60,000 times faster than text, in-house digital screen networks with engaging content offer an ideal opportunity to reach staff and customers instantly, in real time, or according to a schedule that works for you.

Digital media in public spaces also reaches more customers than videos on Facebook or the internet, with digital signage boasting an impressive 83% recall rate. Retailers, corporates, parastatals, government departments, and hospitals are all choosing to engage their customers and other stakeholders through the use of digital screens at the point of service, as well as personal devices like phones, tablets and computers. Smart management of your digital screen networks and communication content strategies enables the design, distribution, scheduling and content to provide your customers with an improved in-store experience, and facilitates effective remote work from your staff.

Partnering with an experienced service will ensure that your fully integrated hardware and software infrastructure is installed swiftly and within budget and that your in-store screen network works to effectively advance your organisational strategy and objectives. Such service providers will also help craft a strategy for staying in touch with staff working

remotely, keeping them included, engaged and maintaining the integrity of your institutional culture.

Developing an in-store screen network doesn't have to break the bank. In fact, the success of your in-store screen network is more about your channel communications strategy than the number or the size of screens that you have. Your service provider will work closely with you to develop an appropriate, results-oriented strategy, with you in the driver's seat.

The strategic design process is usually kick-started by answering a few simple questions such as:

- Where will your sites be located?
- Are they public screen-walls, personal devices, or both?
- Who is your audience?
- Who are your staff and what do you need to communicate internally?
- What do your viewers and clients need from you as a business?
- What is your primary Call To Action (CTA) for your audience?

Once this is established, your in-store screen network partner will formulate a communications strategy - including a content and scheduling strategy - that will ensure all your organizational goals are prioritised and realised. A full-service communications agency can assist with design, distribution, scheduling and content strategies to enable you to optimise your network capacity across all devices – digital signage, mobile devices, and computers.

Progressive audience analytics measurement, including tools like AVA (anonymous Video Analytics) is the cherry on top as it ensures that the right content is displayed on the right screen at the right time. It also allows you to tailor your messaging to particular demographic groupings and profiles, for optimally targeted, relevant communications.

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