



Leveraging Your Digital Signage Network for Training and Communications

Digital signage is a powerful tool to target dynamic, media-rich messages to the right audience, at the right place, at the right time. Effective digital signage can increase sales lift, enhance brand awareness and image and provide more effective communication with customers.

So why not try to get more out of your investment?

Your digital signage network can be used before and after business hours as a powerful communications and training vehicle for employees. As consumer expectations are increasing and employee turnover continues to be a challenge, companies need to cultivate their most valuable assets: their employees.

Your digital signage network provides the infrastructure to deliver high-quality, video-based training and corporate communications content right to the front lines.

Video has been proven to be the most successful way to communicate and educate. Well-designed training video that contains useful and relevant visualizations results in a faster uptake of knowledge and skill by the learner than with paper based training media. When you add interactivity and performance tracking to the program, the medium becomes even more powerful. Numerous studies have been conducted that repeatedly shown that interactive video reduces the time it takes to learn a given subject by 30-40%.

In most large-store retail organizations, such as big box and department stores, new hire training is delivered by HR managers. In spite of best efforts, this form of delivery is typically flawed by inconsistent presentation and messaging, which invariably results in costly mistakes on the floor and possibly even poor customer service.

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Interactive video, typically delivered via desktop computers located in a back-of-store office, can eliminate the problems of inconsistent delivery. The content is presented in a professional and polished format, fully reviewed and sanctioned by management, and features interactivity that checks learner understanding of the material, while providing ample motivation to stay alert and attentive.

A Complete Solution: Your digital signage network not only makes learning possible, it makes the highest, most effective form of learning possible. Most of today's eLearning content consists of text and still art, occasionally mixed with an audio track. Interactive video has proven to be much more effective than this mode of presentation, and can be offered in both live and on-demand formats.

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From a centrally located and managed studio, live programming can be broadcast to handle urgent and/or time-sensitive executive communications. Live broadcasts delivered to store managers can be used for a number of beneficial purposes. Perhaps most importantly, though, they can be used to accelerate the successful adoption of new executive initiatives, such as a new merchandising program or a significant change in merchandising mix. With live video broadcasts, the chain of communication is collapsed because the message is immediate. You avoid the attenuation of message that typically occurs when communication must travel down through multiple levels of management.

Under the blended eLearning model of live and on-demand delivery, the on-demand channel will generally be used for training on topics and skills that are stable to the organization. Most new hire training and instruction on POS, safety and customer service fall squarely in this category, and are excellent targets for on-demand, interactive video. Even if there are periodic changes to the subject matter, the network enables you to change the material once, in a single place, and then replicate the updated content out to the field.

Most eLearning initiatives also include some form of learning management. Centrally administered, a learning management system (LMS) automates the tasks of tracking and managing your learners, and of ingesting and managing your electronic content. Students sign on to les, and view the results of any tests they may have been required to take. An LMS can be used, not only to deliver the interactive video modules, but also to determine the employee's learning progress and readiness to perform a given task.

Digital signage and eLearning are capable of delivering significant value to business organizations and administering the two applications over a single network can provide tremendous value to a retailer or bank. The result is an infrastructure designed to positively impact your customers and employees.

A blended network used to distribute digital signage, corporate communications video and corporate messaging can result in a number of benefits, including:

Speed to market

- Connects training events to product rollouts
- Assessments of associates ensure readiness
- Subject Matter Experts (SMEs) can quickly and efficiently produce and distribute content
- Centrally created and distributed content is faster and more efficient than face-to-face

Reduced training costs

- Face-to-face training is labor intensive and involves high T&E costs
- Classroom is effective but inefficient training medium (slow, expensive, inaccurate)
- Classroom lacks tracked assessments

Consistent messaging

- Face-to-face leads to inconsistent messaging
- Video is a high-impact medium
- Centralized communication

Leverage current assets

- Utilize existing digital signage delivery network
- Utilize existing LMS implementation

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