

# Case Study: C.R. England

## Summary

- C.R. England wanted an innovative medium to communicate with employees and truckers.
- The digital signage screens display performance metrics, weather, announcements, websites, event calendars, menu boards, and more.
- The project included 26 media players, powered by the Mvix content management software (CMS).
- C.R. England noted an improvement in communication and engagement.

## Introduction

One of the nation's largest refrigerated transportation carrier, C.R. England, has implemented a digital signage network of 26 displays in their headquarters in Salt Lake City, UT, and 6 additional locations.

The network is powered by the Mvix software and is used to display performance metrics, menu boards, employee communication, and more.

## | C.R. England

**C.R. England offers transportation resources and capabilities through their National, Mexico, and Regional truckload services in addition to Dedicated service and Intermodal containers.**

As a four-generation family-owned business, C.R. England's values have enabled them to expand their offerings while keeping their commitments to safety, service, family, integrity, and excellence.

Since opening in 1920, they have expanded operations to the country's 48 contiguous states as well as Mexico.

C.R. England has developed a reputation as one of the safest carriers in the industry. To date, they are operating five driving schools in the US.



## | The Challenge

C.R. England wanted an innovative way to relay real-time communication to drivers and employees.

C.R. England offices welcome many truck drivers, employees, and customers. One of their core values is providing best-in-class service to their customers. In order to keep this commitment and communicate proactively, C.R. England wanted an effective communication strategy to push out all their safety tips, messages, and driver campaigns.

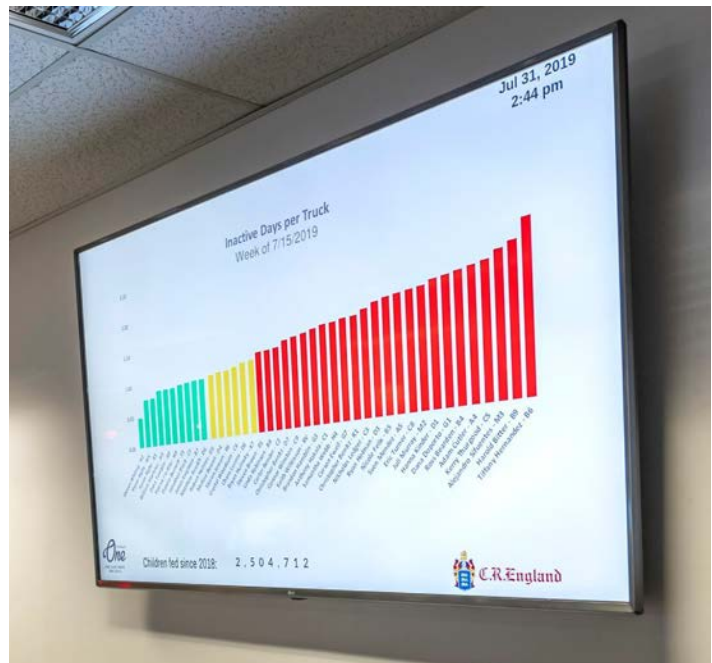
However, their offices only used static posters and banners to relay messages to their drivers. These static posters and flyers had limited flexibility and lacked interaction. In addition to their print efforts, they wanted a dynamic digital display system to communicate with employees and provide a welcoming space for stopping truckers.

Static posters and banners are not animated and are often times costly to create. Whenever new announcements or events needed to be displayed, C.R. England had to print all new posters and banners and post them across the offices.

C.R. England sought out a dynamic digital display solution to entertain and inform drivers waiting for loads or services as well as to communicate internally with employees.

***"Mvix makes us think strategically about how we want our campaigns presented, and which communication is important for us to display to our 8,000+ team members across the nation."***

***-Kendra Van Horssen,  
Marketing  
Communications Manager***



## What needed to be done:

- *Improve communication between non-driver and driver team members*
- *Display safety tips and announcements*
- *Showcase menu options at their new restaurant*
- *Modernize locations*

## | The Solution:

C.R. England implemented a digital signage network of 26 displays across 7 of their offices, all powered by the [Mvix Digital Signage Platform](https://www.mvixdigital.com).

Across seven of their locations, displays were placed in lobbies, hallways, work station areas, and their cafeteria. Mvix's flexibility and robust content allowed C.R. England to use their digital signage in multiple different ways.



The Mvix platform enabled C.R. England to create and upload content remotely. The remote management allowed their communications managers to access the software from anywhere. The screens could be updated on the go to display new content, creating versatility with their communication efforts.

Mvix's content-rich digital signage software includes over 200 content apps and data integrations, giving C.R. England a library of content to choose from. They now have the ability to easily upload, update, and manage content in addition to the videos, scrolling text, weather, time & date, and performance metrics.

One advantage of implementing digital signage is the flexibility of updating content. Managers can make real-time updates via the cloud-based software and have it automatically start playing on the screens, eliminating the need for manual content updating.

The digital signage solution gave C.R. England offices a modern feel while improving their communication across locations.

### Components used:

- 26 Xhibit media players
- Content management software - XhibitSignage
- Content integrations -performance metrics, menu boards, video, scrolling text, time, weather
- Professional services - education & training, implementation assistance





## | The Results

The digital signage network helped C.R. England communicate more with their drivers as well as employees, relaying important information about performance, announcements, and more.


As a result of the digital signage implementation, C.R. England employees noted an improvement in their overall communication across offices. The strategically-placed screens provided an innovative way for the company to display information.

Implementing the digital signage network created a modern, comfortable, and inviting atmosphere. Truckers and other visitors liked the new, interactive digital signage screens. For employees, it provided an up-to-date, different way to engage with one another. C.R. England can show real-time events and spotlight employee performance.



In one instance, C.R. England staff reached a big goal and utilized their digital signage network to host an 80s-themed employee party highlighting key internal data as well as YouTube playlists to heighten the party's ambiance.

C.R. England also utilized their digital signage network to promote their One Initiative, an effort to fight childhood hunger. Using their digital signage solution, C.R. England is able to display a counter showing a live number of how many meals they have provided to children through their initiative.



In addition, C.R. England is also able to display food options in their new restaurant. Employees can easily see the items on the menu in an appealing way.

C.R. England noted that the digital signage network has brought a “sense of community and brand consistency for [their] off site locations who are constantly looking for collateral, news, and happenings that are taking place at [their] corporate headquarters.”

Overall, the Mvix content-rich digital signage solution was a great addition to all of the C.R. England offices. It helped with their communication to employees and truckers with eye-catching content.

***“What we have enjoyed most about Mvix, is the versatility we have with it.  
We can be creative and innovative with our communication.”***

***Kendra Van Horssen, Marketing Communications Manager at C.R. England***



# About the Companies



## About Mvix

At [Mvix](#), our love for technology drives who we are and what we do. For over a decade, we have been a leading provider of content-rich digital signage software solutions that connect brands with people.

To date, our platform, [XhibitSignage](#), powers over 50,000 active screens for clients including Virginia Tech, NASA, Sodexo, Discovery Channel, Nike and the University of Washington in a variety of applications that include employee communication, wayfinding, emergency messaging and customer communications

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## About C.R. England

[C.R. England](#), the most reliable refrigerated carrier in the nation, is dedicated to providing a comprehensive range of transportation solutions to meet the requirements of a rapidly evolving customer base. As a family-owned, customer and employee focused corporation since 1920, we are driven to maintain our leadership role through time-tested services, technology, and processes. Our entrepreneurial culture and values enable us to expand reliable services while keeping our commitments to public safety, social responsibility and financial stability.