



DIGITAL SIGNAGE **SOLUTIONS** FOR **WORKPLACE COMMUNICATIONS**

VISUAL COMMUNICATION IN OFFICES AND WORKPLACES

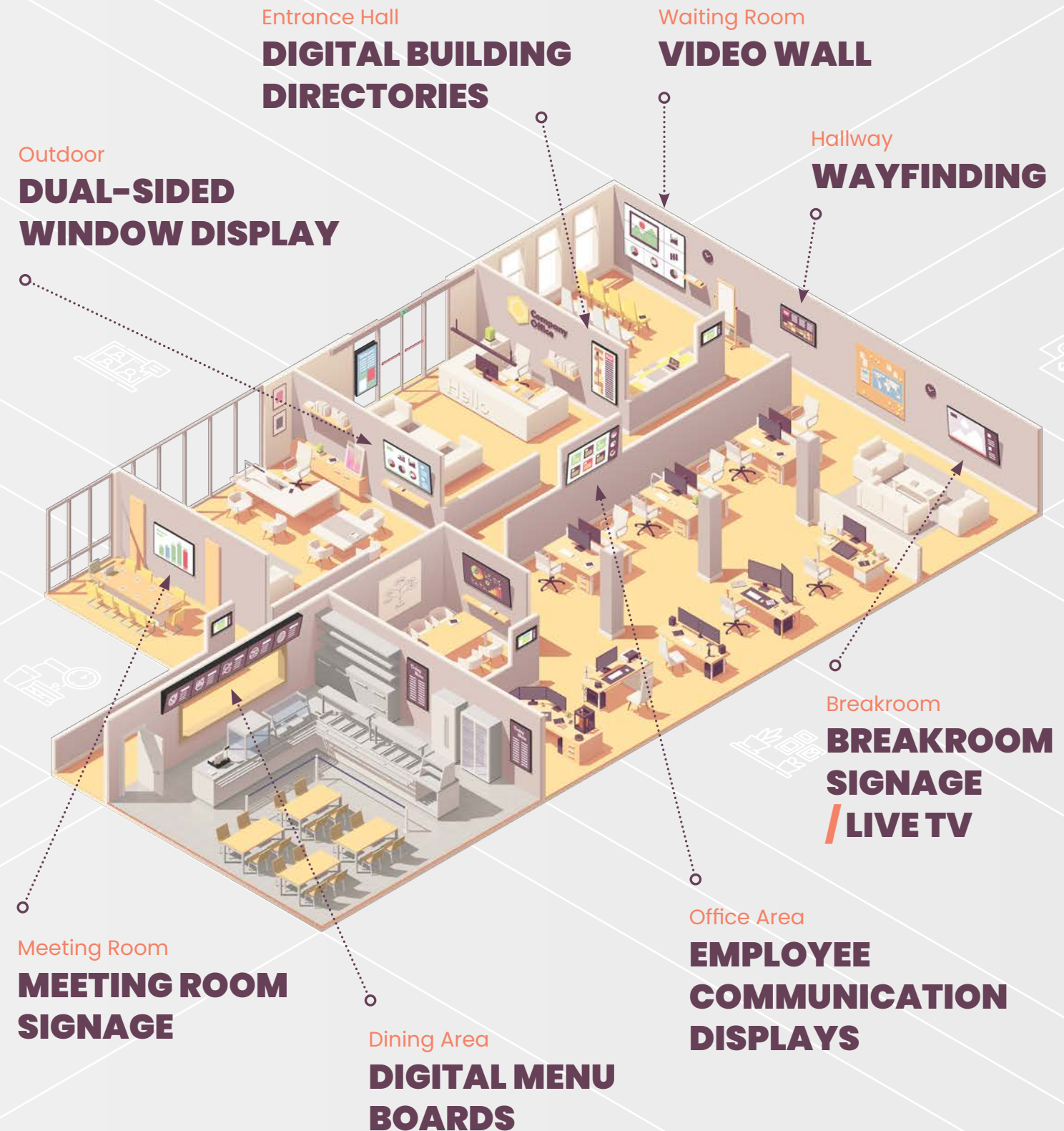


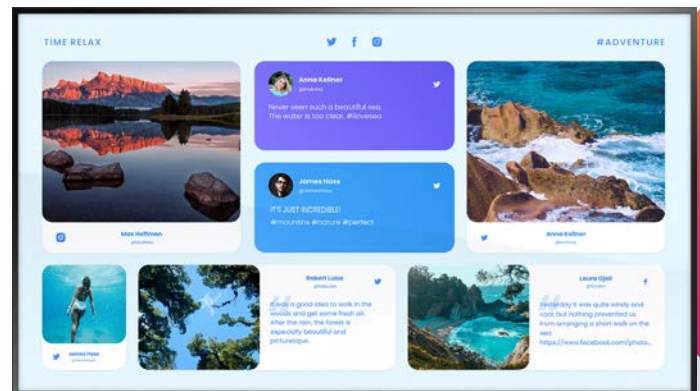
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DIGITAL SIGNAGE SOLUTIONS FOR WORKPLACE COMMUNICATIONS

Traditional workplaces featured bulletin boards with paper posters to inform employees. While the intranet and communication platforms like Slack have simplified communication, they are impractical for deskless employees, who make up 80% of the global workforce. Digital signage has emerged as the best communication medium to engage employees who work behind desks and teams constantly on their feet.





What Is Digital Signage?

Digital signage describes the use of display technologies like **LCD**, **LED**, and **projection** to display vivid imagery, directions, videos, promotion messages, and social media feeds. You may have seen dynamic screens at the **airport**, **restaurants**, and **shopping malls** that attest to the growing popularity of this technology.

A digital signage solution needs three components to work. First, you need hardware like screens, media players, and mounts. Second, the displays need fresh content like videos, animations, text, images, graphics, and audio to fascinate passersby. Finally, **digital signage software** is the central hub for creating and managing digital signage content.



What Is Workplace Communication?

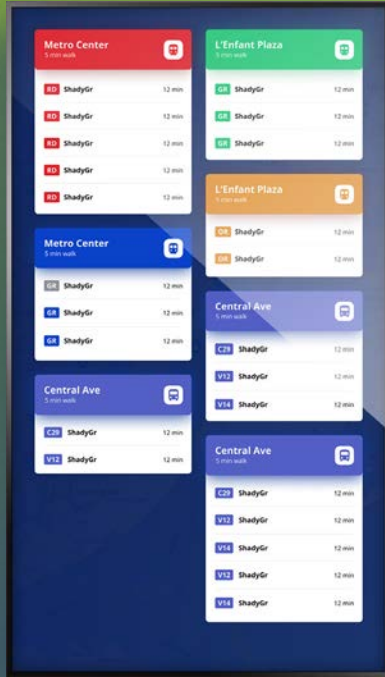
Workplace communication describes the exchange of ideas and information in an organization. Internal communications include sending emails, breakroom chats, meeting presentations, writing internal newsletters, and posting messages on collaboration platforms.

Workplace communication may seem straightforward but is challenging to get right. In fact, only [17% of people](#) rate their organization's communication as excellent. For workplace communication to be effective, you need to select the right tools and encourage feedback, transparency, and team building.

How Digital Signage Can Boost Workplace Communications

Effective [employee communication](#) enhances productivity, reduces conflicts, empowers employees in their tasks, lowers turnover rates, and boosts employee satisfaction. Digital signage helps you enjoy these benefits by displaying information in an engaging and creative way.

Already, your employees are used to the digital screens on mobile phones and computers, and they need equally-captivating mediums to pay attention. Moreover, digital signage reaches employees where they are, whether in the breakroom, hallway, meeting rooms, or factory floor.



Healthcare Facilities

Entertaining videos on dynamic screens ease anxiety among patients in waiting areas. Since healthcare staff gets quite busy, digital screens show all the critical updates at a glance.



Educational Institutions

Digital signage screens are fascinating, and they enable school administrators to highlight academic milestones, school timetables, and the latest notices. Further, digital wayfinding signs ease navigation on large campuses.



Retail

Retail signage is an excellent communication tool to inform employees of targets, events, and milestones. You can schedule messages to play at different times of the day to keep your content fresh and exciting.



Banks

Banks use digital signage to seem more modern and tech-savvy and promote financial products. In addition to displaying stock updates and investment tips, digital screens in the banking hall stream entertaining videos to reduce the perceived wait time.



Hotels

Primarily, hotels use digital signage to liven the lobby and provide wayfinding information. Beyond this, install screens inside and outside elevators and in employee breakrooms to streamline internal communication.



Manufacturing Facilities

Manufacturing digital signage takes the form of production-metric displays that highlight progress reports and wayfinding signs that simplify navigation on the production floor.



Government

City halls, post offices, courtrooms, tourist centers, and military stations are among the government offices that benefit immensely from digital signage. Digital signs keep employees and the public informed, while queue management solutions reduce confusion and wait times.



Restaurants

Digital menu boards have revolutionized how office cafeterias promote their products. With this tool, you can make swift changes depending on product availability and time of day, share nutritional information, and upsell products.

SOLUTIONS

Digital signs come in **various forms** depending on where you want to install them. Some common digital signage solutions include:



Office Areas

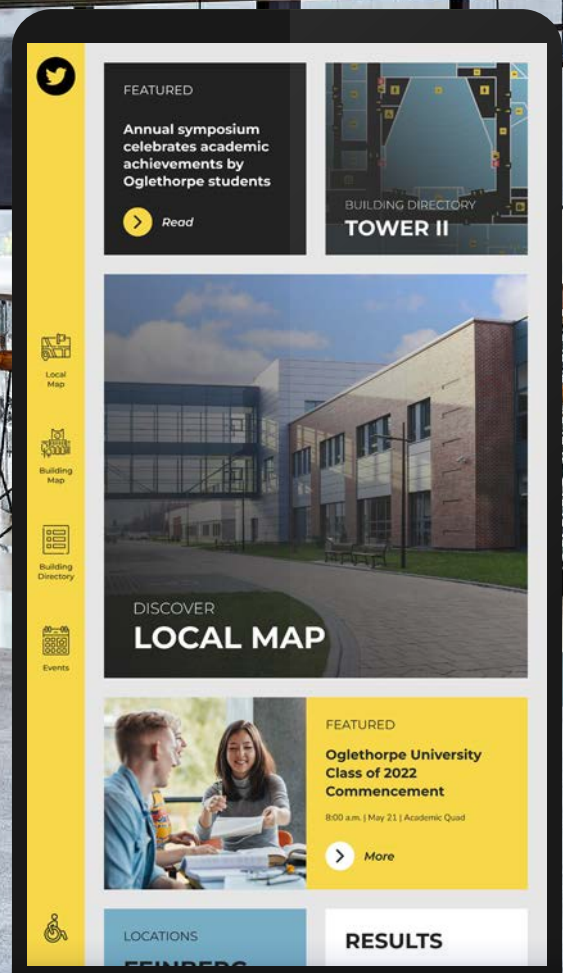
Office digital signs share information in real-time and drive engagement and collaboration. Traditionally, offices used bulletin boards that quickly got cluttered with paper posters. In comparison, digital bulletin boards grab attention, allow remote updates, and refresh the office interior.





Breakrooms

Many modern businesses struggle with employee disengagement. Indeed, **only 36% of employees** in the U.S. are engaged in the workplace. Breakroom signs are the perfect tools for keeping all employees in the loop, especially deskless team members such as factory workers and truck drivers.





Hallways

Commonly, digital signs in hallways broadcast wayfinding information to guide guests around hotel complexes, corporate buildings, government offices, and shopping malls.



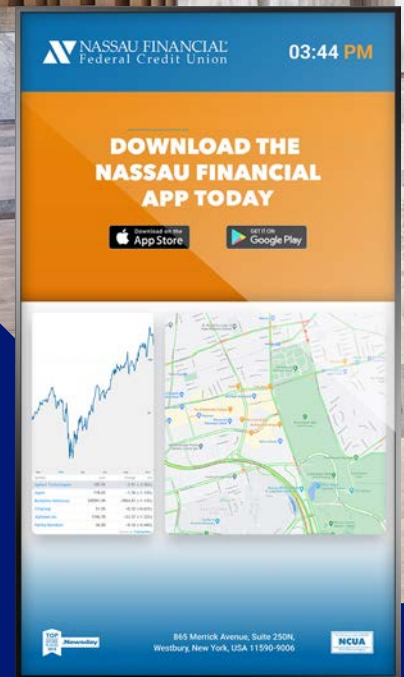
Waiting Rooms

Waiting room digital signs entertain visitors, display queue numbers, and promote your business. People don't like to wait, but digital signage lets the time fly by and leaves a memorable impression among visitors.



Entrance Halls

Nothing makes an unforgettable first impression as animated screens showing colorful digital signage content. These displays showcase customized welcome messages, promote your services, and guide employees via neat directories.





Dining Areas

Digital menu boards enrich the dining experience by showing pricing and nutritional information in an easy-to-read and dynamic format. Hence, patrons can make quick decisions and enjoy your offers and specials.



Outdoor

Outdoor digital signs are ideal for restaurants, gas stations, amusement parks, and any other business that wants to enhance employee satisfaction. By displaying your company events, goals, and safety instructions, you keep employees in the loop and reduce turnover rates.



Executive Suites

Digital signs upgrade executive suites by projecting a modern, luxurious, and tech-forward image that impresses clients. Also, these signs complement your brand to enhance brand recognition and loyalty.

Use Cases

There are many ways for businesses to use digital signage, including:



Production and Metric Displays

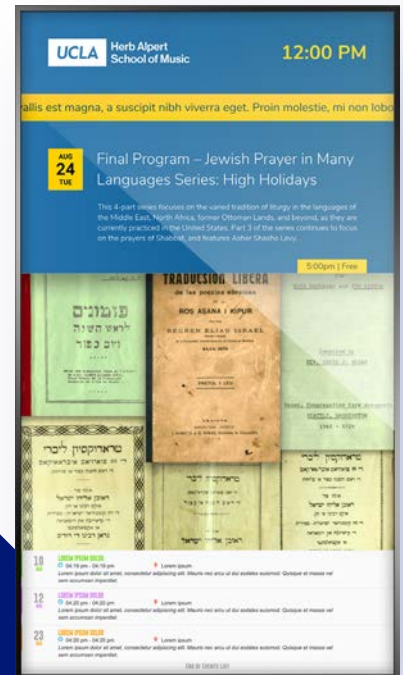
Production and metric displays streamline employee communications by displaying production data, inventory volume, and key metrics. Further, digital signage dashboards broadcast safety messages to enhance safety on the factory floor.

HOSPITAL					9:52 AM
Token #		Room #	Please wait	Check-in	ETA
A105	→	06	A106	8:43AM	5min
B108	→	05	B109	9:42AM	10min
A104	→	03	A107	9:43AM	15min
C020	→	01	C021	9:50PM	3min
D290	→	02	D291	12:34PM	4min



Breakroom Signage

Breakroom digital signs improve your internal communication strategies by grabbing employees' attention while taking a break and sharing essential notifications. What's more, breakroom displays recognize employee achievements to boost morale.



Waiting Room Signage

Digital signs improve the waiting experience via vibrant graphics, engaging HD videos, and rich imagery. You can promote your services, tell visitors more about your business, highlight your opening hours, and show a slideshow of your team.



Lobby Signs

To attract young and tech-savvy employees, furnishing your office lobby with digital screens is the first step to popularizing yourself as a first-class employer. In this way, potential employees get an excellent first impression during their visits and perceive your office as modern and innovative.



Digital Welcome Boards

Employees feel valued and motivated if they see special welcome messages when they get into your building. Embellish the welcome notifications with your logo, color schemes, graphics, and fonts for brand promotion.



Digital Menu Boards

Digital menu boards let content creators make real-time updates to the menu to reflect the time of day and product availability, resulting in an improved dining experience in the office cafeteria.



Meeting Room Signs

With meeting room digital signage, you can enhance your company's efficiency as employees don't have to move around searching for a meeting room. Specifically, digital signs show the availability, capacity, and resources of a particular meeting room in one glance. Moreover, digital signage systems allow instant changes to a meeting room's status in case of cancellation.



ROI

As with any **business investment**, ask about the returns you can expect from digital signage in the workplace. Most of the benefits of corporate digital signage are **intangible** and **qualitative** and include:



Increases Productivity

Digital signage for employee communications boosts productivity by facilitating the quick transfer of instructions, ideas, and knowledge. Furthermore, deskless workers on the factory floor, construction sites, and healthcare clinics receive the same messages as team members on the desk. Hence, every employee has the information they need to execute their tasks.



Enhances Customer Experience

Digital signage is among the best ways to catch the attention of today's customers, who are increasingly distracted by ads and social media apps. For instance, digital signs in a retail store encourage customers to browse deals, while self-service kiosks in restaurants reduce queues. Further, entertaining content on video walls in healthcare waiting rooms reduces perceived waiting time and makes patients less anxious.



Reduces Turnover

Digital signs show a broad range of content, from graphs, presentations, videos, still images, social media feeds, and animations. As such, companies have limitless opportunities to wow and engage staff and reduce turnover.



Reduces Conflict and Misunderstanding

Inefficient communication is a top cause of workplace tension and conflicts. Thankfully, managers can broadcast clear instructions, sales figures, and goals with workplace digital screens and promote collaboration.



Promote Self Service

As customers become increasingly tech-savvy, they desire self-service tools that help them avoid queues and get quicker service. In fact, **67% of consumers** prefer self-service over interactions with company representatives. Digital signage kiosks empower customers to check-in, browse your product catalog, and get directions. In turn, your staff spends less time catering to customers and more time focusing on their tasks.





Empowers Staff and Fosters Innovation

Workplace digital signs promote transparency in the workplace because everyone can see the company's goals, KPIs, and progress reports. If you fall short of your targets, employees suggest ideas to improve performance, stimulating innovation in the workplace.



Eliminates Confusion and Creates Cohesion

Effective communication ensures that every worker fully understands their roles and responsibilities. Workplace communication becomes more efficient and quicker with digital signage as you can highlight progress in real-time, resulting in less confusion.



Builds Trust

By broadcasting employee ideas on digital screens, you let team members know that their opinions matter and boost trust and transparency. Also, digital signs ensure that every team member has access to company information, which sparks peer-to-peer interactions and encourages internal dialogue with managers.



Enhances Employer Brand Image

Today, top talents want to work for a company with vibrant work culture, a positive reputation, and open communication. You make a memorable impression on top talents by showcasing your company initiatives and employee accomplishments on digital screens and enjoy an enhanced brand image.

Content Apps

Digital screens need a constant stream of **fresh content** to excite audiences. Fortunately, all that's required is a robust **content management system** with content integrations that let you stream various content. The must-have apps include:



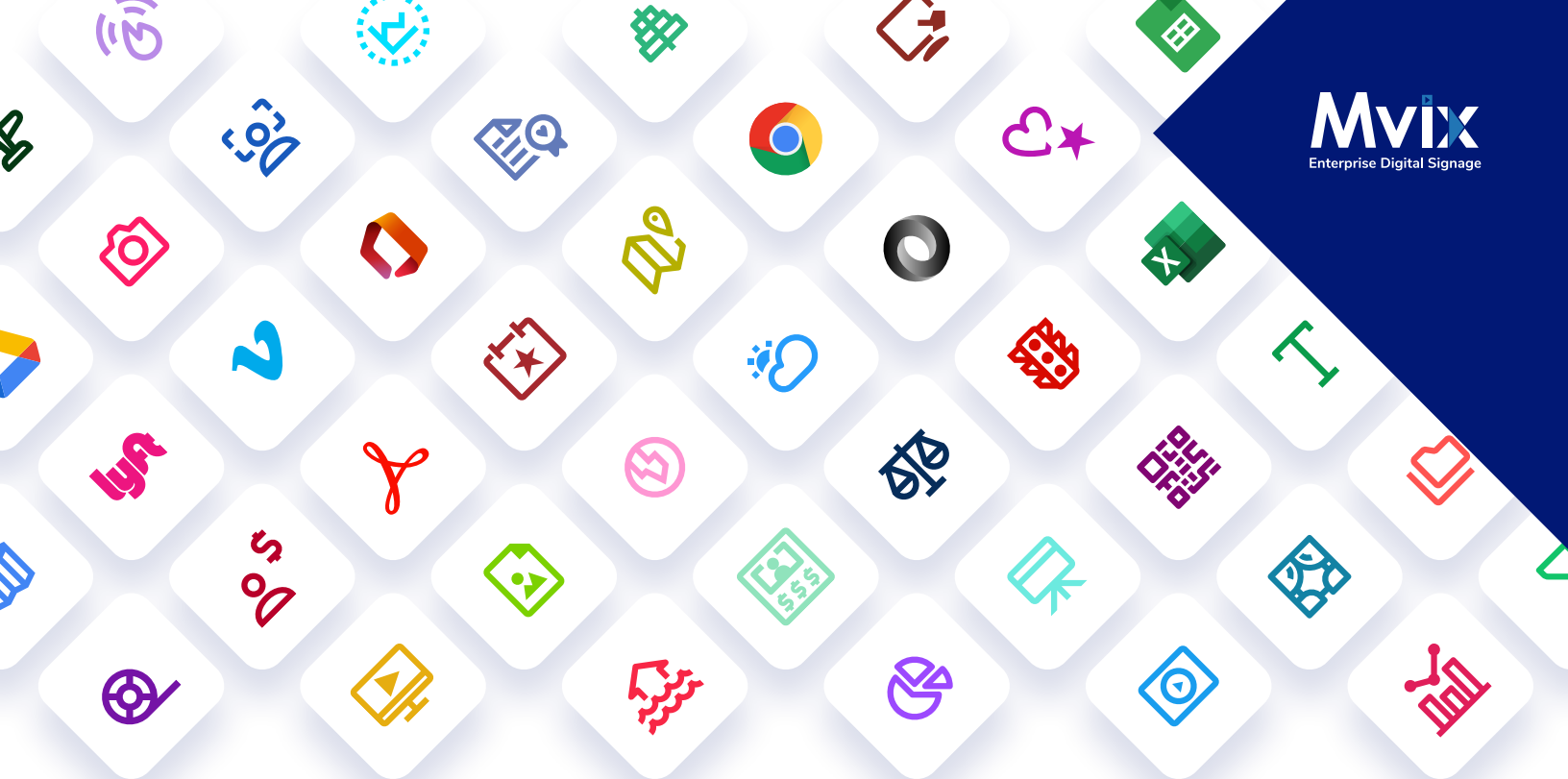
Power BI

The Microsoft Power BI App powers digital dashboards with rich visualizations of company reports. With this app, you can quickly put company data in front of managers and drive business decisions.



Signage Creator

The Signage Creator app grants content creators access to more than 1,000 customizable templates. In practice, you can edit a template's fonts, colors, texts, borders, background images, and other elements to fit your brand.



Zone Options

With zone options, you can move apps around in landscape and portrait orientations for maximum impact. The rule of thumb is to keep important information in the large zones and place general information like weather and traffic in the smaller zones.



Stock Charts

It is easy to track live updates on stock prices and exchange rates with the Stocks Charts apps. Trading floors, banks, and other financial institutions can leverage this platform to keep staff updated.



Queue Management

Queue management solutions reduce impatience among waiting patients and visitors by broadcasting live wait times and line placement.



Event Listings

By integrating with calendar apps like MS Outlook and Google Calendar, the Event Listings app keeps employees informed of all company events.



Microsoft Office

This app is perfect for showing office documents on digital screens and streamlining collaboration between team members.



QR Code

The scannable code capability is excellent for directing staff to company websites and social media pages and signing up for events.



SUCCESS STORIES



TXGN Railway

Texas Gonzalez and Northern Railway (TXGN) desired a more transparent communication platform that could share its data points with customers and stakeholders. Thanks to the Mvix content creation, the company furnished its digital displays with branded and engaging content that enhanced its marketing efforts. Additionally, live traffic information on digital screens keeps customers informed on expected arrival times. Other solutions deployed by the company include:



Advertising Board

TXGN offers storage, rail transport, operations, car-switching, cleaning, and repair services. However, most customers did not know how diverse the company's offerings were before installing digital signs. Now, TXGN leverages advertising boards to promote its services and increase sales.



News and Events Boards

The content apps offered by the Mvix content management system enable TXGN to keep its staff and customers entertained and informed. For example, RSS feeds power digital screens with industry-specific news and updates.

If you would like to read the full Success Story, you can view and download it [here](#).



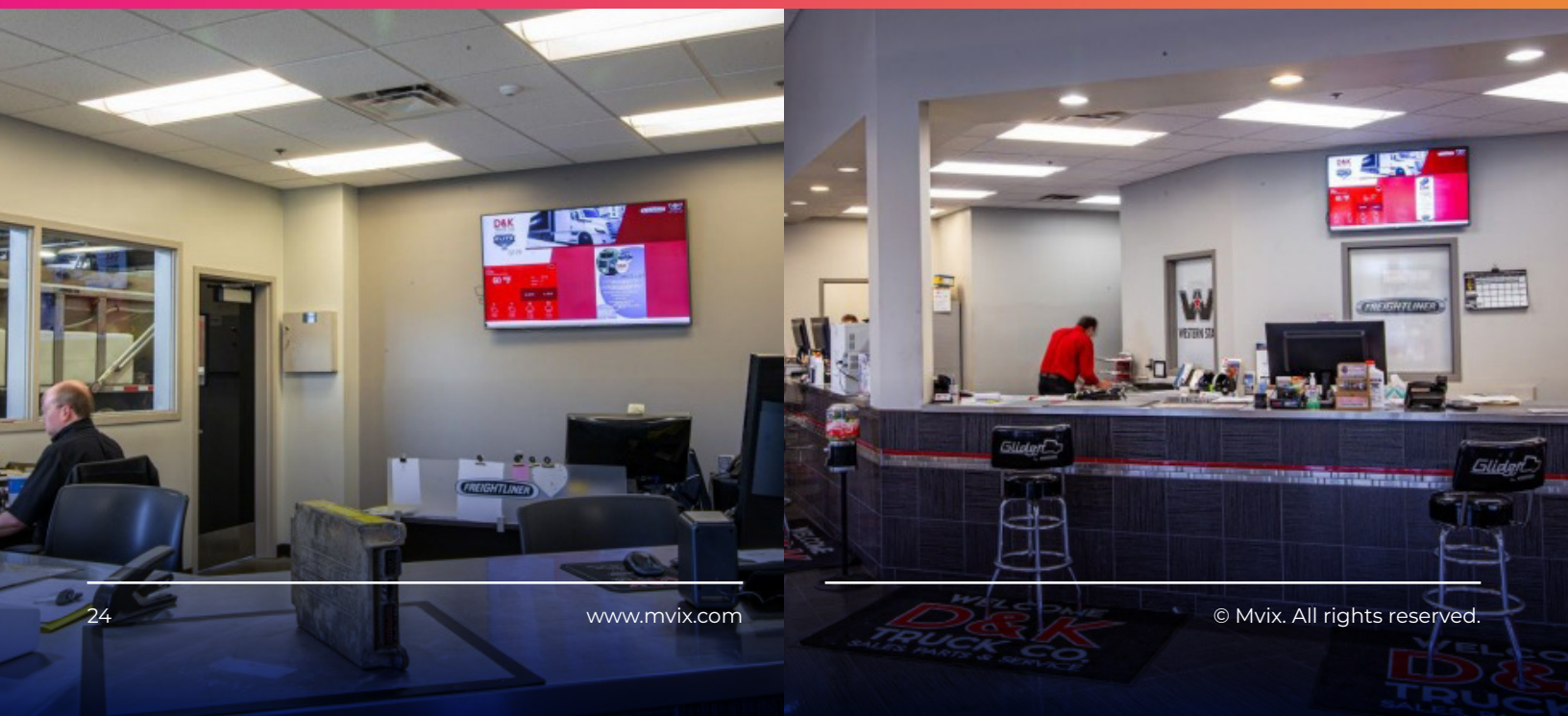
D&K Truck Co

D&K Truck Co. has built a reputation for exceeding customer expectations and delivering **outstanding service**. As a premier, full-service Freightliner, the company was naturally drawn to digital signage solutions to improve its **employee communication** and upgrade its static signs.

The team strategically placed its digital signs in high-traffic areas like the lobby, parts department, and service department. Additionally, D&K Truck Co. installed vibrant screens in the conference room and president's

office to keep employees informed on company goals, meetings, and HR communications. Managers loved how easy it was to make content changes via the cloud-based Mvix software from anywhere.

If you would like to read the full Success Story, you can view and download it [here](#).



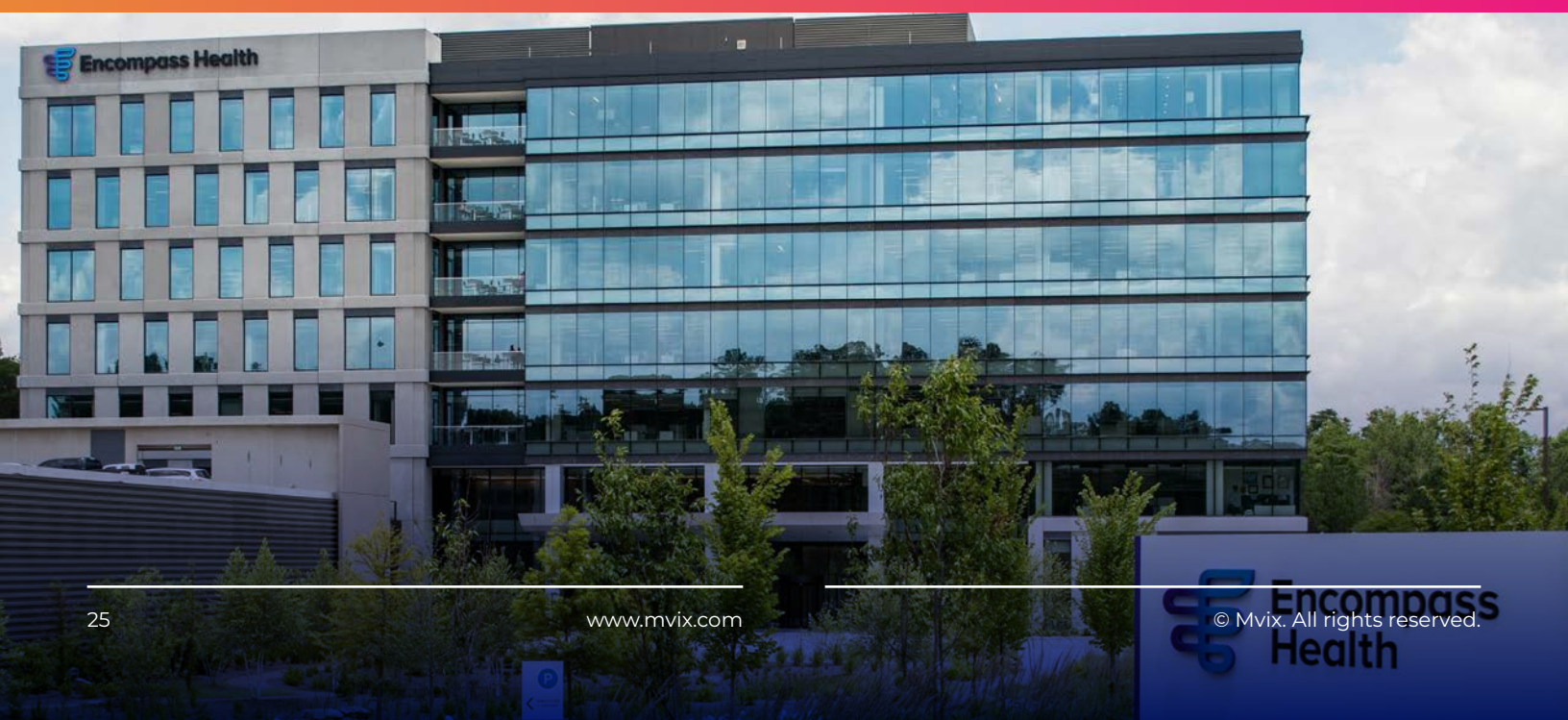
Encompass Health

As one of the prominent providers of **world-class**, post-acute healthcare services in the country, Encompass Health needed a **sophisticated communication** medium to reach its spread-out employees. Previously, the company used paper posts in breakrooms that attracted little attention and often forgotten emails.

In contrast, digital screens fascinated its staff in nurses' stations, break rooms, and check-in/out locations and enabled the facility to highlight company initiatives. For instance, the HR department advertised its Fun Fridays, promoting community events like donation drivers

and charity walks. With the Mvix cloud-based content management system, the hospital engaged its more than 200 employees in various wings without the need for manual updates.

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UETHDA

Upper East Tennessee Human Development Agency (UETHDA) provides social services to **22,000 households** in eight counties. By installing digital displays in its **eight Neighborhood Service Centers**, UETHDA seamlessly broadcasts available programs, event listings, and ongoing projects.

Remote management and content integrations were the essential features that UETHDA looked for in a digital signage solution. Fortunately, the Mvix platform simplifies content deployment via advanced scheduling

and multi-user access features. As a result, the agency's staff focuses on developing community programs to advance residents' quality of life.

If you would like to read the full Success Story, you can view and download it [here](#).



Prairie Ridge

Digital signage has been invaluable in helping Prairie Ridge Integrated Behavioral Healthcare provide addiction treatment and prevention services. Recent studies have exhibited promising results in the use of **Information and communication tools (ICT)** by clinicians to help patients manage addictions.

As one of the most effective ICTs, digital signage enables the healthcare staff at Prairie Ridge to share life-saving information, such as skills to avoid relapse. Moreover, uplifting quotes and success stories keep patients

motivated. Also, the facility has had much success in improving internal communication with digital signs, which highlight industry updates, community outreach efforts, and company news.

If you would like to read the full Success Story, you can view and download it [here](#).



Hussey Seating

During a sit-down meeting with staff, the managers at Hussey Seating realized they needed upgraded communication tools to enhance employee engagement. Hussey Seating prides itself on having the **perfect solutions** for its client's seating challenges. However, employees need the **correct information** to advance the organization's commitment to **customer satisfaction.**

The company easily communicates its sales data, targets, and performance statistics with digital signs. In addition to making quick updates, the team at Hussey Seating loves the intuitive interface on the Mvix platform. Further,

the company does not have to pay recurring fees to enjoy features like multi-role user management and playlist and template management.

If you would like to read the full Success Story, you can view and download it [here](#).



Magna International

As a leading global automotive supplier and parent company of T.E.A.M., Magna International has many internal communication needs. The major challenge for the company was getting a digital signage system that could connect employees in its **319 manufacturing operations** and **85 product development**, sales, and engineering centers in 29 countries.

The Mvix platform was the perfect solution because it offers remote management, centralized control, cloud-based access, and zone-based screen layouts. Additionally, Magna International can refresh its digital signage content with YouTube videos, social media

feeds, event listings, and weather updates with the system's free media widget. What's more, the solution is subscription-free, thus eliminating the expense of recurring fees.

If you would like to read the full Success Story, you can view and download it [here](#).



Domtar Corp

One of the remarkable benefits of the Mvix digital signage platforms is **streamlining corporate communication** in large enterprises like Domtar Corp.

As North America's largest manufacturer and marketer of uncoated freesheet paper, Domtar Corp has complex communication requirements.

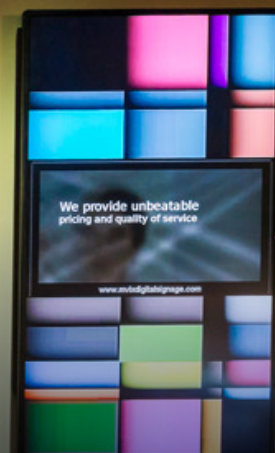
First, the company needs to send regular safety updates to enhance safety on the manufacturing floor. Next, employees require real-time presentations of KPIs and progress reports to do their job effectively.

Mvix emerged as the digital signage provider of choice, thanks to the advanced capabilities of its software, XhibitSignage, such as:

- Remote management
- Multi-user access
- Scheduling tools
- Cloud-based access
- Free media widgets and updates

With the Mvix platform, Domtar Corp can deploy data visualizations on vivid screens that excite employees wherever they are in its paper mill. Ultimately, digital signage has made the facility safer and more productive.

If you would like to read the full Success Story, you can view and download it [here](#).



C.R. England

Previously, C.R. England used static banners and posters to communicate with truck drivers, employees, and customers. However, paper signs did little to engage the company's audience. What's more, cluttered bulletin boards did not establish C.R. England as **the modern** and **tech-savvy** refrigerated transportation carrier it is.

Digital signage was the ideal medium to impress customers, enhance brand image, and educate and entertain truck drivers waiting for loads. The Mvix digital signage platform powers 26 displays across 7 of the company's locations that show diverse content, such

as announcements, performance metrics, menu boards, weather, and videos. Overall, the digital screens have modernized the organization's offices, boosted internal communication, and improved brand consistency.

If you would like to read the full Success Story, you can view and download it [here](#).





Improve Workplace Communication with Digital Signage

Digital signage for workplace communication has revolutionized the way banks, healthcare facilities, education institutions, corporate offices, hotels, government agencies, and manufacturing communicate with employees. The digital signage market has many solutions for businesses to deploy in their facilities, such

as digital menu boards, lobby signage, welcome boards, metric displays, break room signs, and waiting room screens. Ultimately, workplace digital signage boosts productivity and employee engagement and creates a cohesive environment by eliminating conflict and misunderstanding.

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