DIGITAL SIGNAGE FOR

GOVERNMENT
INSTITUTIONS

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Enterprise Digital Signage

TABLE OF CONTENTS

DIGITAL SIGNAGE FOR
Government Institutions

Digital signs have **revolutionized** the way businesses **communicate** with customers and employees.

Traditionally, marketers used static signs like banners and posters to engage passersby and promote products. However, people have become accustomed to the screens on their phones and computers. So, retailers need more captivating communication channels.

But, retail stores are not the only sole beneficiaries of digital signage. Government agencies, local councils, police stations, military training centers, and other public sector institutions use digital signs to improve communications with the public.
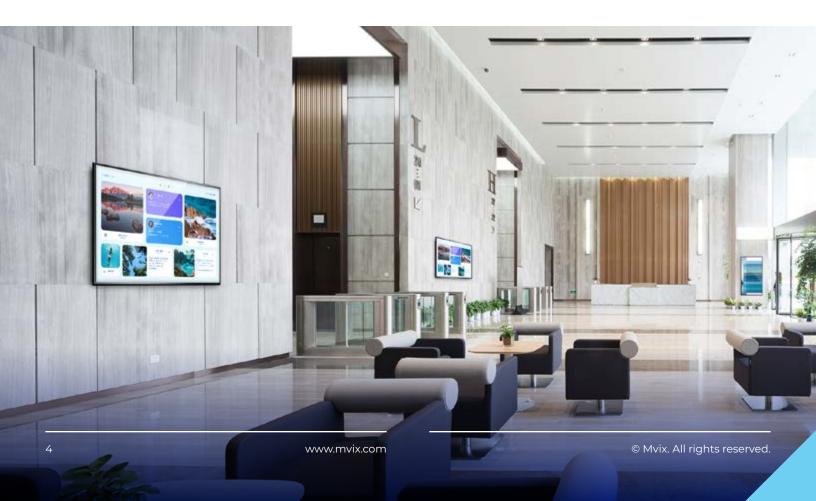
Why Do We Use Digital Signage?

Digital signage refers to the use of technologies such as projection, LED, or LCD screens to display content that might include video, streaming media, graphics, and general information. Furthermore, people are increasingly drawn to visually-stimulating videos and images on social media.

In comparison, digital displays show a variety of content to audiences, including videos, images, menus, and maps. As a result, your visitors stay glued to the screen.

For government facilities, the ability of digital signs to capture attention is invaluable when sharing important information with the public. In any case, **most people** are visual learners.

In addition to increasing engagement, digital signage is easier to update. In the case of static bulletin boards, employees have to swap the posters regularly to remove outdated information. In contrast, digital signage users schedule content via digital signage software.

Government Digital Signage

Government **digital signage** takes the form of strategically-placed screens in government buildings for better **internal** and **external communication**. The challenge of communicating **effectively** with citizens plagues governments across the world.

For one, governments face an increasingly distracted citizenry in the digital world. Second, the rise of misinformation on social media **fuels distrust towards authority.** The provision of real-time access is the solution to these challenges.

Thankfully, digital signage enables governments to share important information with the public. The increased transparency will improve your connection with citizens. Government digital signage applies to all levels of government:

FEDERAL:
Federal Government Buildings

STATE:
State Houses, Department Buildings, Correctional Facilities, State Buildings

LOCAL:
City Halls, Courthouses, Post Offices

Top Use Cases

Digital signage solutions are **flexible** and **scalable** and suit various government **applications**, including the following:

Courtroom Signage

Digital signage helps courthouses fulfill their mission to resolve disputes and interpret and uphold the law. First, court dockets display case information such as the presiding judge, case number, attorney information, and a short description of the hearing. In this way, the parties involved in each case easily follow the legal proceedings.

Additionally, digital signage solutions allow instant updating to reflect a court's changing itinerary. By showing real-time case information, courthouses can reduce confusion among visitors.

Usually, clerks spend much time directing people to the right rooms and answering visitor questions. Digital signage is the best way to reduce this administrative burden on court staff. For instance, lobby displays can list the day's cases.

Then, displays on hallways and waiting areas can display maps to improve navigation in the courthouse. As a result, the hallways will be less crowded, and clerks will have more time to focus on productive tasks.
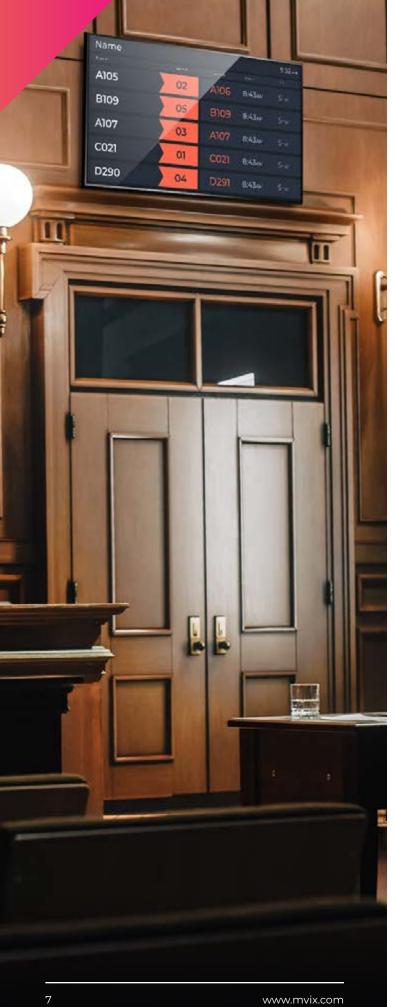
Break Room Digital Signage

Government institutions disseminate information to staff frequently, requiring effective channels for maximum impact. For this purpose, deploy digital signs in break rooms to keep employees updated with upcoming events, meetings, fire drills, and other notifications.

Digital signage attracts more attention than the PA system or lengthy emails. Hence, your employees stay informed and engaged in the workplace.

Digital Building Directories

Usually, many people visiting busy government complexes get lost and disrupt employees when asking for directions. Digital building directories provide wayfinding information to guide visitors through government offices.

Further, these solutions offer extra information like an office's phone number or working hours, weather updates, and emergency alerts. For instance, install interactive kiosks at various entry points to let visitors map routes to their destinations.

Lobby Signage

Government agencies with long wait times reduce perceived wait times via entertaining content on vibrant screens. Government institutions like the DMV and passport application center are synonymous with long waiting. Indeed, people dread going to civil service departments for simple things like renewing a driver's license.

Digital signs in lobbies show interesting information to visitors. For instance, show welcoming messages, on-site facilities, display opening hours, and policy updates. Additionally, broadcast general content that interests everyone, such as live weather, news, and traffic updates.

Wayfinding

Large government complexes like chambers of commerce and courthouses use wayfinding kiosks to empower visitors with visual directions. Typically, such institutions deal with high foot traffic that puts extra pressure on front-desk employees.

By integrating digital signs with touchscreen technology, visitors can interact with maps and quickly get to their destination. Further, add QR codes and let visitors receive directions on their phones.

Video Walls

Video walls help government command centers and operational headquarters visualize data and monitor crisis control efforts. For instance, public safety agencies can broadcast real-time information on crime on ultra-HD video walls for seamless communication.

Beyond internal communication, video walls broadcast local information and emergency messaging. The vivid colors on high-definition video walls captivate passersby and help governments communicate more effectively with citizens. For political parties, vibrant video walls bring their manifestos to life and promote party policies.

ROI

Although some agencies may bulk at the initial investment, **digital signage** accrues many long-term benefits for governments. However, calculating **ROI** for **government digital signage** is challenging because you can't assign dollar values to intangible benefits like **reduced perceived wait times**, **improved employee morale**, and **enhanced visitor experience**.

Where marketers use KPIs, profit margins, and other quantitative tools to measure digital signage ROI, focus on qualitative feedback, case study research, and behavioral changes. Specifically, consider if people are informed and entertained and if they have better experiences in your facility after digital signage installation. The benefits of government digital signage include the following.

Improved Visitor Experience

Navigating government complexes is a nerve-wracking experience for many. With this in mind, government agencies need dynamic solutions to disseminate information, promote self-service, reduce wait times, and simplify navigation.

Digital signage is a great investment to enhance the experience of every visitor who walks into your agency. First, self-service kiosks allow visitors to complete basic problems like bill payment.

Next, wayfinding signs direct traffic to meeting rooms, offices, and departments and minimize crowds on hallways and lobbies. Further, strategically-placed digital displays provide entertainment as visitors wait and highlight community events and public safety alerts.

Educate and Inspire

Many people go to public sector offices for inquiries. Luckily health centers, libraries, council services, and other public offices display their services on attention-grabbing screens. Take immigration offices, for example, which receive many visitors speaking multiple languages. In this case, digital signs can relay information in different languages to educate every visitor.

Digital signage solutions also enhance an institution's image, especially if your facility was previously synonymous with slow service and outdated technology. By displaying valuable content on digital screens, citizens engage more with your mission.

Navigation and Wayfinding

Interactive wayfinding lets visitors browse directories, search destinations, and receive customized directions that enhance navigation. Usually, government staff spend a lot of time directing people to bathrooms, cafeterias, departments, and other amenities. In busy complexes where long queues overburden front desk staff, digital signs can relieve your employees by providing wayfinding assistance.

Emergency Preparedness

You can update emergency messaging in real-time via integrations with community alert platforms and a content management system. In the case of extreme weather, fire alerts, or safety threats, digital signs in government institutions quickly notify citizens and employees.

One of the best features of digital signage is its ability to show pre-made instructions. Consequently, set emergency alerts to trigger upon scenarios like a fire alarm.

Communication with Internal Staff

Employee-facing digital signs streamline internal communication in any government office. In particular, promote important events, reinforce your agency's mission and values, and highlight team targets to motivate staff. Also, display the activities of different departments to boost transparency and collaboration.

Improved Operational Efficiency

With **digital signage**, people don't have to queue all day to make simple inquiries. Instead, digital screens address citizens, thereby reducing staff workload.

What's more, people miss fewer appointments as wayfinding signs direct traffic seamlessly. Even security staff have an easier time managing traffic because everyone sees security procedures on digital screens.

Save Tax Dollars

Busy government offices don't have to hire more staff to deal with long queues. Instead, such institutions can deploy self-service kiosks that empower citizens to complete simple tasks like renewing car tags.

Furthermore, printing static signs to reflect changes in messaging gets expensive. In comparison, you can quickly change content on digital screens to deliver relevant and live information.

USE CASES
Top Content

Once you furnish your institution with digital screens, you need **entertaining content** to enjoy the benefits of **digital signage**. Explore some content ideas for **government digital signage** below:

Court Dockets

Digital court dockets display the day's schedule, court rules, and courtroom notifications. Further, clerks can customize the content to include presiding judges, case numbers, description of each case, and any other information that enhances the visitor experience.

The great thing about courtroom digital signage is that clerks can push real-time changes to the courtroom schedule. In this way, visitors are less confused about where to go.

Wayfinding

Wayfinding information on stunning displays enhances the visitor experience and improves your building's image. Place interactive displays at entry points, hallways, near elevators, and other decision points to improve navigation in the building. Touch screen displays are quite effective because they provide customized directions.

Local/State/National Information

Keep visitors in waiting areas informed about local/state/national news or weather and highlight local attractions or upcoming events to engage with citizens. Another content idea is real-time traffic updates to help visitors plan their commutes. Also, promote new local/state/national policies and let constituents know how the changes affect them.

Queue Management

Government offices like immigration centers and police stations get quite busy and leave people frustrated if they can't see how far they are in the queue. Luckily, a digital queue management system reduces the burden on staff. Digital signs show the real-time status of queue tickets so that visitors don't have to wait in physical queues.
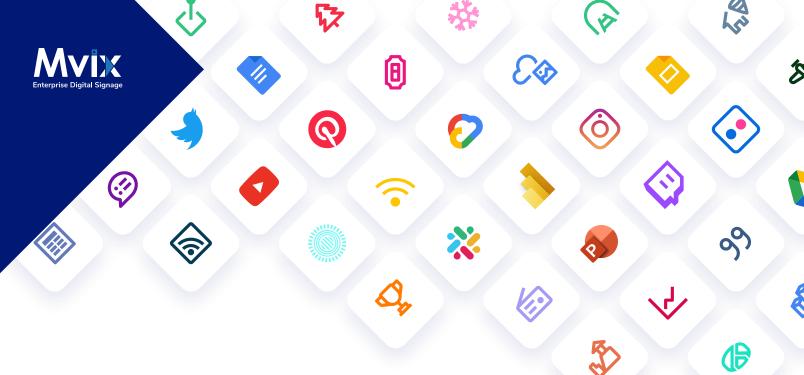
Information Cards

Government digital signage can do more than display formal announcements. In fact, lively photos and cheerful messages help public offices connect with citizens and improve moods. For instance, courthouse clerks can inject humor into courthouse-approved messages to show visitors how to file complaints.

Emergency Alerts

Public institutions need to disseminate emergency messages quickly to calm worried citizens and employees and provide clear safety instructions. In case of natural disasters like storms and floods, government buildings can display the affected regions and emergency information on digital signs.

Social Media

With **82% of the American population** on social media, government institutions should leverage social platforms to engage with constituents. Thankfully, public offices can integrate social media platforms with digital signage and display fresh content. For instance, an agency can promote its social outreach initiatives to educate visitors and generate interest in its activities.

DIGITAL SIGNAGE

Content Apps

Visitors quickly get bored if you run the same content on **digital signage**. Hence, you need fresh content on a consistent basis to keep people hooked on your screens. **Digital content apps** simplify **content creation** by feeding your signs with refreshing messages. These **apps** include:

Power BI

The Microsoft BI app turns dashboards, graphs, charts, and other metrics into vivid visuals to support decision-making.

News

The News app streams the latest stories from popular news outlets like ESPN, CNN, and BBC.

Court Docket

Integrate any case management system with the Court Docket app to display case information.

Event Listings

This app integrates with calendar applications like MS Outlooks and promotes upcoming events.

QR Code

The QR Code application lets government institutions direct visitors to websites, social media, and landing pages for community

Remote Reboot

The Remote Reboot app is incredibly convenient as it allows you to reboot devices from any global location.

Custom App

Government institutions with in-depth digital signage needs can consult seasoned digital signage experts for customized apps.

Social Wall

The Social Wall app lets users select feeds from Pinterest, Vimeo, Facebook, and other platforms to entertain visitors in waiting areas.

Signage Creator

The SignageCreator App features more than 1000 templates you can customize for stunning displays.

Transit

The Transit App displays real-time transport schedules, and nearby transportation stops in lobbies.

Emergency Alerts

The Emergency Alert application overrides usual content to alert visitors and employees of emergencies like fire and active shooters.

Queue Management

Digital signage improves queue management significantly as you can show real-time queue status, call customers by name, and entertain waiting customers.

In Conclusion

Government institutions commonly struggle with poor customer service and inefficient **communication**. In particular, public offices are synonymous with long queues. But, **digital signage solutions** can transform your agency into a **modern**, **efficient**, and cheerful institution.

Solutions like **queue management** systems display up-to-date ticket information, lobby signage entertains and inspires waiting visitors, and **wayfinding** signs provide clear directions to reduce crowds in hallways. Above all, **digital signage** updates people's image of public sector agencies.

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