



NASSAU COUNTY
CLERK OF COURTS

COURTHOUSE DIGITAL SIGNAGE

SUMMARY

Nassau County Clerk of Courts wanted to implement digital signage displays in their courthouse. The support they received from Mvix coupled with it's friendly user interface made the decision a no brainer for Nassau.

They also appointed a digital signage champion, their job is to take care of managing their signage displays as well as manage their content.

INTRODUCTION

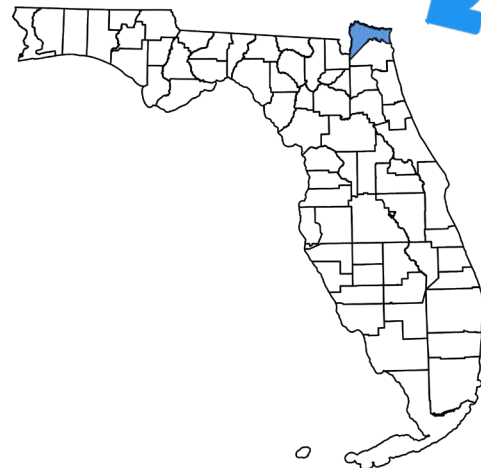
How does a government agency calculate their return on investment (ROI) for digital signage? Nassau discovered that measuring their return on objectives (ROO) proved more successful than an trying to measure their ROI.

Are digital signage displays saving their employees time and resources? Is the public aware of the services they offer? Can visitors to the courthouse find their way around? These are examples of questions Nassau can answer to help assess if digital signage is a good ROO.



FUN FACT:

Did you know that Nassau County has over 88, 000 people living in the county?





THE CHALLENGE

How does Nassau County Clerk of Court measure their return on objectives (ROO)?

So how does Nassau measure if their signage is worth the investment?
They can do this by measuring their ROO.

Their objectives include:

- Informing the public (public service announcements).
- Informing the public about their services (how to e-file or pay a ticket).
- Display information such as operation hours and closures.
- Wayfinding (displaying a directory of the courthouse).



Our intention, using eye-catching graphics with limited words, is to bring information, interest, and encouragement to our customers, and others who visit our Courthouse. We have heard positive feedback from customers and staff who appreciate the information, and enjoy seeing staff recognition photos and encouraging quotes. This project has helped elevate our office in the eyes of the public, and has provided us with another way to demonstrate our mission statement: "We are Public Servants! Our every effort shall be dedicated to protecting and preserving the public trust!"

- Teri Robinson,
Digital Signage Champion for
Nassau County Clerk of Court

What needed to be done

- Decide where they want the digital displays as well as what content they want to display.
- Align staff workflows with digital signage outcomes. Assign a digital signage champion.
- Implementing digital signage in the courthouse, on multiple floors.
- Measure ROO to ensure objectives are being met by digital signage.

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OPPORTUNITY FOR DIGITAL SIGNAGE

Nassau County Clerk of Court needed a way to inform their staff and visitors to the courthouse of important information. This could be done directly and instantly by **Mvix Digital Signage Software**.

Components used:



Content management software
XhibitSignage



Digital displays
Varies by location. Each community is different and so are their displays.



Content integrations
Calendar of upcoming events, community news, photos, weather, time, packages, and more



Professional services
Education & training, design and managed services. Implementation assistance



Instant Updates

It's important for court dockets to be up-to-date. Digital signage can be instantly updated. Which helps keep visitors informed and decreases wait time as there isn't a lag between the system update and the screen update.



Content Scheduling

Content scheduling is important to Nassau. They have different content running on the screens depending on the time of day. Nassau also needs to be able to display different content on different screen. For example, one screen displays court dockets, one displays the building directory and one displays information such as weather and updates about the days which the courthouse is closed.



200+ Apps

Mvix's content-rich digital signage software includes over 200 content apps and data integrations, giving Nassau County Clerk of Court a library of content to choose from. They are able to display various forms of content including court dockets, weather/time, wayfinding, and so much more. Another app that is important for a government agency is Emergency Alerts or CAP alerts. These apps help transform their digital signage displays into an emergency alert systems, keeping individuals in their courthouse safe.



WHY IT WORKED

Implementing **digital signage** has helped Nassau County Clerk of Courts by **saving their staff time**.



Nassau contracted out the implementation of their displays to professionals. Their displays were perfectly fitted and framed correctly.

Nassau noticed immediate improvement once they implemented their digital signage displays. This is because they had nothing before, not even noticeboards. The lack of noticeboards created more work for staff as they had to answer questions regarding way finding as well as basic things like operation hours.

Therefore, digital signage saved Nassau's staff time. Visitors can look to the screen for information regarding open hours, wayfinding and navigating the building. As well as general public service information.

Another reason digital signage worked for Nassau is the ability to edit from anywhere and display the content on multiple screens at once. Meaning all the screens in the court house can be updated at once - once again saving staff time.

FUN FACT:

Nassau county court's bailiff has noted that most people in the courthouse stop to look at their digital signage displays

The reason Mvix's digital signage solution worked for Nassau is simple:



The actual user interface

and



It's user friendliness

They received positive feedback from staff of the courthouse as well as visitors!



ABOUT THE COMPANIES



About Nassau County Clerk of Courts

Nassau is a government institution serving Nassau County, Florida. The Office of the Clerk & Comptroller performs a wide range of record keeping, information management, and financial management for the judicial system and county government. The Nassau County Clerk is not only Clerk of the Circuit Court, but also the County Treasurer, Recorder, Auditor, Finance Officer, and Ex-Officio Clerk of the County Commission. Some of the services they provide include:

- *Records Search
- *Financial Reporting
- *Live-streamed access to County Commissioners meetings
- *E-filing of civil cases
- *E-Recording of official documents
- *Foreclosure Sales
- *Tax Deed Sales

For more information contact Nassau County Clerk of Courts at +1 904.548.4600 or visit nassauclerk.com



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 solutions that create memorable digital experiences in corporate offices, healthcare facilities, school campuses, restaurants and more.

Our focus is on cost-effective, feature-rich, cloud-hosted solutions that, coupled with our engineers and creative team, build digital signage networks that turn browsers into customers and employees into brand ambassadors, all while enhancing brand awareness. Our software, XhibitSignage, won the InfoComm 2017 Best of Show Award - Digital Signage.

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