

Case Study 2:

The dealer wasn't there to discuss digital signage.

Until they saw the reception.



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The reception was beautifully designed. But it wasn't saying anything.

- Premium furniture
- Feature lighting
- Large living wall
- Modern finishes

But no:

- Welcome messaging
- Branding
- Visitor communication
- Wayfinding

The space looked good.

But there was no Brand identity.

Key fact: 94% of first impressions are influenced by visual appearance.

Source: ResearchGate

**The client wasn't planning a signage project.
The dealer wasn't there to discuss digital
display.**

But the reception experience did not provide an
experience!

Visitors were greeted by:

- Blank walls
- Printed notices
- No branded messaging

Key fact: Customers form
first impressions within
seconds of entering a
space.

Source: Missouri University of
Science and Technology



One observation changed the goal of the meeting.

The dealer asked:

“Have you considered using this space for a more immersive visitor experience or branding?”

That opened discussions around:

- Brand visibility
- Visitor experience
- Wayfinding
- Internal messaging

Key fact: Digital signage captures 400% more views than static displays.

Source: Intel

The space already existed. The communication didn't.

The customer had already invested heavily in:

- Furniture
- Design
- Workplace aesthetics

But the reception area was still passive and minimal.

Key fact:
Digital signage
can increase
brand awareness
by up to 47%.
Source: FedEx Office



The recommended solution

A video wall, stretch display and freestanding digital signage was added into the reception environment featuring:

- Welcome messaging
- Company branding
- Visitor information
- Wayfinding
- Dynamic content

Simple to update.
Designed to complement the workspace environment.



Same customer. Added opportunity.

The dealer was already inside the customer environment.

Remember - this was not the purpose of the client visit.

By observing the space and asking the right question, they were able to:

- Drive a new project
- Improve visitor experience
- Open wider workspace technology conversations

This project created £7,200 of additional revenue.

Plus ongoing future opportunities around communication and workspace technology within the building.



Reception areas are communication spaces.

Modern workspace projects increasingly need:

- Dynamic Branding
- Visitor communication
- Wayfinding

Solutions like this example are featured within the Workspace Technology Collection.

The Accelerator Kit provides:

- White label catalogue
- Simple conversation starters
- Easy route to supply
- Support with live opportunities
- Routes to install partners



Download the Accelerator Kit and start identifying additional opportunities within existing customer projects.