

# Case Study 3:

The hotel looked premium.  
The signage didn't.



**ST TECH CONSULTANCY**  
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**“I’m sick of picking these posters up off the floor.”**

During a client visit, the General Manager discussed frustrations with their printed signage across the hotel and asked for a better solution.

The current solution had a host of issues

- Broken click frames
- Outdated posters
- Promotions not updated
- Staff forgetting to replace signage

A high-end hospitality environment.

With low-impact communication.

Key fact: 60% of customers say presentation influences perception of hospitality venues.

Source: Oracle Hospitality

# The issue wasn't the content. It was the process.

The hotel already had:

- Events
- Promotions
- Restaurant offers
- Seasonal campaigns

But everything relied on manual poster updates.

The result:

- Inconsistent messaging
- Missed promotions
- Poor presentation
- Some events weren't being promoted at all
- Low impact



**The dealer asked:**

**“What about a more modern solution that matches the environment?”**

The dealer had seen digital canvas displays used successfully within premium hospitality environments facing similar issues.

That opened discussion around:

- Premium presentation
- Dynamic promotions
- Easier content updates
- Improved visibility of hotel events
- Better guest communication



The client realised the issue wasn't the content.

The environment had evolved.

The signage hadn't.

Key fact: Digital signage increases message recall significantly compared to static print.

Source: Nielsen

# The recommended solution

Digital canvas displays were introduced throughout key hospitality areas featuring:

- Event promotion
- Dynamic artwork
- Restaurant offers
- Branded messaging

Content was now centrally managed by the events team with planned campaigns and scheduled updates.

No more printed posters.

No more damaged click frames.

No more missed promotions.



# Same customer. Added opportunity.

By introducing digital signage, the dealer was able to:

- Solve a longterm painpoint
- Improve guest experience
- Modernise venue communication
- Increase promotional visibility
- Deliver a more premium environment

**This project created £8,000 additional revenue.**

Plus recurring subscription revenue through content management software.

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

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

