



Crucial to businesses and customers is an engaging buying experience.

The Benefits of Digital Signage

Digital signage provides versatile tools that can be used in a wide variety of networks and industries where customer messaging needs need to be delivered. From product advertising, item promotions, menu boards, brand messaging, events, and educational information, digital signage is changing the way businesses operate and serve their customers. We will take a deep dive and explore the ways in which digital signage can be beneficial for businesses.

Display Content Easily

One of the main advantages of digital signage is that it gives businesses (such as restaurants and retail stores) the ability to deploy their advertising, promotional, and informational content quickly and easily to any audiences or customers without having to allocate additional resources to change them. With digital signage, a restaurant, for example, can display different menus for breakfast, lunch, and dinner according to time, or rotate deals and offers according to a season or holiday.



Showcase and refresh content with ease

Moreover, digital signage allows businesses to effortlessly update content wirelessly over a secure network connection. With this added flexibility, businesses can showcase and improve their existing marketing messages, promote new products/services, and customize content without the hassle of traditional board signage of yesteryear.

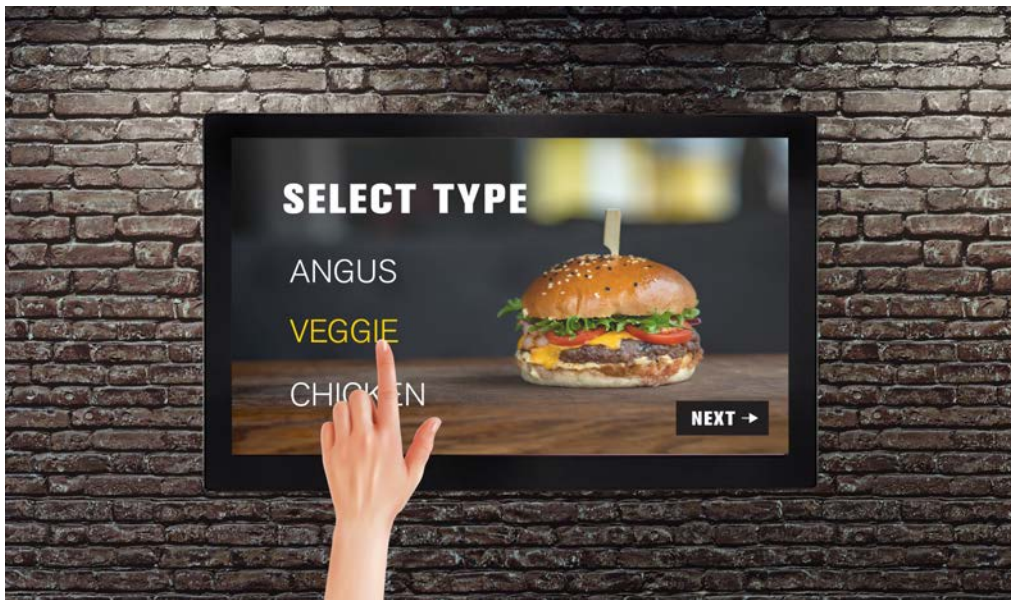
Reduce Operational Costs

With digital signage, businesses can improve their ROI by effortlessly updating messaging content while cutting costs that are traditionally associated with time, resources, and labor. Any business that utilizes digital signage immediately notices they no longer need to spend money on printing posters, tags, signs, menus, and other traditional printed signage. This is not only advantageous to a businesses budget, but it is also great for the environment as it reduces printed material, thus, eliminating waste.



Convenience Through Connectivity

The versatile connectivity of digital signage allows it to be used for a wide range of multi-channel transactional applications and easy integration with additional system upgrades and peripherals such as: capacitive touchscreens, barcode scanners, thermal printers, and optional keypad/NFC™/EMV® payment terminal options. These integration choices can improve the ordering and payment process for customers giving them the ability to conveniently self-order and self-checkout. This not only increases customer engagement, but it also improves customer satisfaction due to reduced waiting times and enhanced customer experience. For businesses with limited room, no worries, digital signage device installation is extremely flexible with many wall and stand mount options, making them a perfect space-saving point of purchase messaging solution and more.






Self-ordering via digital signage

Increase Customer Engagement

Research data has shown, digital signage has a profound effect on customers' buying decisions because people are typically drawn to messaging with appealing content and graphics. In a study conducted by FedEx, Inc.™, 76% of consumers decided to enter a store due to its attractive signage. 68% made their purchases in-store because of a sign's appeal, and another 68% of customers surveyed believe that a store's sign is a reliable indicator of the company's products, services, and overall company credibility.¹ In another consumer behavior study, a customer's perception of wait time while in line can be reduced by as much as 40% with the presence of in-store digital signage.²



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-  ENTERED STORE DUE TO SIGNAGE
 -  MADE PURCHASE DUE TO SIGNAGE
 -  SIGNAGE INDICATOR OF PRODUCTS AND SERVICES

TEAMSable Digital Signage Solutions

TEAMSable Digital Signage solutions give your business the ability and flexibility to deploy and refresh your advertising and promotional engagement content quickly and efficiently to your audience and customers. This allows your business to display marketing content such as images, videos, and interactive apps to engage your patrons, and improve their purchasing experience, while increasing ROI and maximizing profits.

- Vertical or horizontal configuration.
- No expert technical expertise required to set up.
- Rotate menus, ads & promotions quickly & easily.
- Engage Customers with images, videos & audio.



TEAMSable prides itself with industry-leading complimentary, free technical support and customer service. Our digital signage solutions are best-of-breed and can be deployed nationwide by our professional network of software vendors and system integrators.

DIGITAL SIGNAGE COMPARISON			
	TEAMSable		Other Digital Signages
Touchscreen Display	✓		✓
Hardware Customization	✓		
Free Lifetime Technical Support	✓		
Industry Leading Product Warranty	✓		

In conclusion, TEAMSable digital signage is an effective way to grow revenue, reduce costs, engage customers, and reinforce your company brand. Contact us today, so we can discuss how you can take advantage of all the benefits digital signage marketing solutions from TEAMSable can bring you.

1. FedEx. "FedEx Office Survey: Standout Signs Contribute to Sales." 2012. <https://newsroom.fedex.com/newsroom/fedex-office-survey-standout-signs-contribute-to-sales>
2. Blackwell, Gerry. "Digital Signage for Small Business." 2019. <https://www.smallbusinesscomputing.com/News/Marketing/Digital-Signage-for-Small-Business-3879361.htm>



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