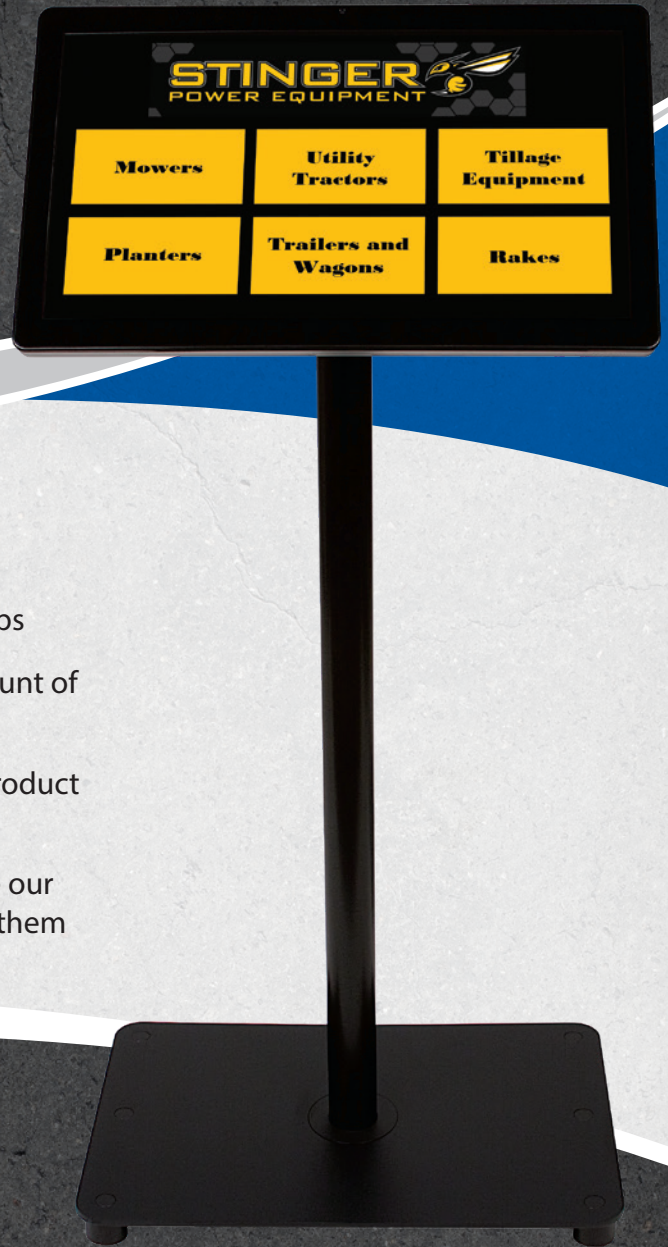


Increase Customer Engagement with Digital Signage



What are dealers saying?

- It is a challenge to hire and retain knowledgeable sales reps
- It is difficult for sales reps to learn and retain the vast amount of product knowledge
- Customers visiting our showrooms may not receive the product information they need
- Customers may leave our tradeshow display area because our staff was meeting with other guests and unable to get to them

Customer engagement is the key to increased sales.

If you are looking for a new way to reliably communicate your product information to customers, consider **In Touch** digital signage. Sales representatives use the signage as a dependable assistant to support their selling efforts. The customer gets the personal attention from the representative with detailed product information and demos on the digital screen. If a sales representative is unavailable, customers are encouraged to independently interact with the display.

Digital signage, whether interactive or non-interactive, is an effective sales support tool that is attractive, versatile and delivers consistent information to the customer in the form of video product demonstrations, specifications, features, benefits and more.

That's winning customer engagement that is likely to lead to a purchase.

Unified Resources (URI) Handles it all

- Hardware
- Software
- Content Development Support
- Content Management
- Content Distribution
- Analytics/Reporting

It's totally hands off for you and your distributors/dealers.

All distributors/dealers have to do is plug it in...that's it!

***In Touch* digital signage units are compact and can be used as a group or individually.**

We recommend strategically placing units in a showroom or at a trade show to invite customers to interact with a product or a group of products.

URI will use your strategy and content input to tailor the messaging to the situation and even to the individual digital unit. Each display has its own IP address so content can be uploaded by the administrator (URI) specific to each unit. The digital messaging can be changed easily, unlike printed material, and has endless possibilities.

Another valuable feature is usage analytics reporting. The units can gather and collect contact information such as product interests that help you meet the customers' needs.



Let URI demonstrate how ***In Touch*** digital signage can help create exciting, consistent product experiences that cultivate meaningful relationships and customer satisfaction — and more sales.

URI
MARKETING
SERVICES

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INTOUCH
digital signage
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