

## CORPORATE

# That's your queue – How digital signage helps reduce time perception

## BRIEF PROFILE

Place: Thailand

Industry: Corporate

Solution:

- SMP Player x 4
- CMS Server x 1

### Nu Skin Headquarters, Thailand

Nu Skin, the Utah founded personal care products provider, is one of the biggest multilevel marketing companies in the world. The company has customer experience centers around the globe to help agents and consumers understand its culture and products.



## Background:

The headquarters in Bangkok deals with heavy traffic, and in order to provide better customer experience, Nu Skin sought for solutions to upgrade its communication tools and queuing system.

Nu Skin Thailand originally had an integrated queuing system with another digital signage solution, but was looking for replacements due to unsatisfying services. The challenge was to find an uncomplicated solution that was flexible to adapt to the third party developed queuing system, while being able to present a sleek style matching the experience center's modern interior design.

## CAYIN's Digital Signage Solutions:

Nu Skin reached out to DMaSSTech, a professional system integrator and CAYIN's premium distributor, and came across CAYIN's solution. DMaSSTech was able to extract and transfer queuing data to SMP players using HTML, with customized designs that will blend in with the rest of the content, including videos, images and announcements.



By implementing digital signage in the waiting area and at the entrances of the service center, customers are kept up-to-date, and entertained while waiting to be attended to. Customers can easily monitor the progress of the wait without constantly having to leave their seats to see where the line is, and the waiting time perception decreases significantly.

### Conclusion:

To prepare for possible future expansions to other applications within its headquarters, Nu Skin Thailand also installed CMS server to control and sync necessary contents to each player all at once. The stable system assured the playback quality, and cut back labor and time cost for message delivering and elevating customer engagement.

### CAYIN Technology in Brief

CAYIN Technology is a professional digital signage solution and software developer from Taiwan since 2004. By offering a complete portfolio of appliance-based digital signage solutions, CAYIN dedicates itself to being a reliable partner to clients worldwide and has successfully set up various applications globally. In order to best facilitate the deployment of its products, the company also provides tailored services to satisfy the ever-growing market demand for almost limitless applications.

### Mediacast Digital Group in Brief

DMASSTech Company Limited is established with the vision that the digital signage will be the most effective tools for marketing communication and public relation, mass and widespread in the media world. With over 8 years' experience, DMASSTech has accomplished over 300 projects with CAYIN's digital signage solution in providing both the stand-alone solution and the networked solution.



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