

Spectrio Digital Signage FAQs

What is digital signage?

There are two products customized for your shop. One is a **Service Menu Board** that allows you to display services offered and specific content to help educate and inform your customers at the counter. The other is a **Waiting Room TV** that allows you to replace cable and/or satellite content with entertainment, news, sports, plus customized service education for the customers while they wait.

Why would I need this service?

Implementing digital signage in your repair shop allows you to engage customers at the point of sale in a non-invasive format, by providing information on your services. Think of it as a silent salesperson that offers soft marketing benefits while providing you increased revenue opportunities.

How much does all this cost?

A single screen is \$55/month, with a \$149 one-time activation fee. Volume discounts are available for multiple screen subscriptions.

How much content is available?

There are thousands of hours of animations and videos in the content library (plus graphics), ranging from automotive, to general purpose, to templates you can customize.

How much time does this take to manage?

Updating your playlist, or adding your own content, takes just a few minutes. We also use Channels to make sure your content is updated even when you don't touch it. If you'd prefer a more hands-on approach, ask about our managed service, where we do everything for you.

What type of content is on a Waiting Room TV?

We partner with dozens of companies including CBS, NBC and others to provide the same type of quality entertainment you'd find on regular cable. Plus, we pre-screen all segments to ensure they're family-friendly.

What type of support is available?

We have phone and email support from our Charlotte office five days a week. If you have a problem or need help, just give us a call. We can also provide how-to videos.

Questions?

Call or email: Kevin Dreyer at 704-414-3284, kevind@spectrio.com.