

## City of Canada Bay Council Case Study

### Kiosk Implementation – Improving Customer Service

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Organisations today, more than ever before, are seeking ways to improve customer service while at the same time reducing costs and wastage.

Digital signage, particularly kiosk technology is one technology that can deliver significant improvements in customer satisfaction and communication, while decreasing costs and ultimately increasing revenue through improved efficiency.

The City of Canada Bay Council in NSW recently installed a digital signage system in the main foyer of their council chambers and in their three local libraries.

The Council foyer has two landscape 42" plasma screens, which are able to play custom content, DVDs or TV. To complement the aesthetics of the foyer the screens were placed behind the service counter in line with existing photo frames of the area. They are highly visible to customers both queuing and using the reading/internet area.

The Five Dock Library has a landscape 50" Plasma suspended from the ceiling near its entrance. The Concord West and Bent Street Libraries each have a free standing Kiosks that contains a 30" LCD screen mounted in portrait mode.

In selecting a display solution Pauline Webb, the customer services manager, looked for a system that could achieve a consistent look across all displays even though the displays



Kiosk at Concord West Library



Service Counter – Canada Bay Council

would be of different sizes and orientation. Because of the distances between locations the displays had to be able to be controlled centrally from the Marlborough St offices. Another major requirement was the ability of the system to use existing content.

The implementation of kiosk technology in two of the Canada Bay libraries has enhanced the way they deliver community information. The council uses a mixture of photo's (JPEG) and images created in Adobe Photoshop to create the content. The management software allows them to schedule and deliver the content in any combination. This is a very low cost method of production but results in a very effective display.

*"The beauty of the Milestone Solutions system is its simplicity, my staff can create their own content and deliver it instantaneously to the screens, there is no need to outsource or use propriety software packages to generate the content",* said Council's General Manager Michael McMahon. *"This is a big cost saving and extremely convenient as we can be very responsive to what ever is going on".*

A great feature of the kiosks is their portability. They have a distinct advantage over fixed screens because they can be moved and used for special events and functions. As if to illustrate this point, within weeks of

being installed the Canada Bay kiosks were already on the road being used for a Mayoral function at Concord oval.

*"We're excited about the flexibility this technology gives us. We're using it for all kinds of things; we have a presentation on getting to know your council, we also feature upcoming events, such as Christmas festivities. We're even using the scrolling ticker text feature to remind people of rate installments",* said Mr McMahon

Lawrence Bucciol, Sales Director of Milestone Solutions Pty Limited said that by increasing the level of communication and the timeliness of this communication with its customers the council is bringing itself closer to the community and increasing the level of customer satisfaction. These factors and the associated reduction in printing and productions costs will lead to some significant cost savings, not to mention a reduction in waste.

On a less serious note Lawrence said that they were looking forward to a busy year in 2006 as people realised they could use the system to broadcast some of the huge sporting events coming up such as the World Cup and Commonwealth Games.

Lawrence said this wasn't a primary requirement of most purchasers but pointed out that having a screen handy could generate a lot of good will and sense of community.