

Digital Signage Implementation - Taking your council messages to the people

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

Local Government, like all businesses, is committed to ensuring the use of sustainable materials and reducing their reliance on non renewable resources.

In 2007 Gosford City Council embarked on a project that would significantly reduce paper based communication while ensuring consistent and timely information across all Customer Service Points in a cost effective manner.

To achieve their goal Gosford City Council appointed Milestone Solutions to provide a front of house display that could be updated quickly and in house. The result was four portrait orientated digital kiosks that were placed at each of the Customer Service locations at Gosford, Erina, Kincumber and Woy Woy.

Prior to these kiosks being installed Gosford Council was bombarded with advertising from across the local area including the promotion of council events. Customer Service Centre Coordinator for Gosford City Council – Matthew Bull said that, *“The result was a lot of wasted paper and quite frankly, a fairly messy appearance. The Kiosks have provided a clean and professional appearance while minimising the space required.”*

Given the size of the Gosford City area, over 1,000 sq km, the council has also positioned kiosks in areas where they can communicate events or information specific to that area. As Gosford Council customer service centres are located within the corresponding libraries they are also used to promote library functions such as story time.

One of the other great features is that all the kiosks are networked meaning that when a particular unplanned



Milestone Portable Display Kiosk in the Gosford Council foyer.

event occurs, such as a road closure at Woy Woy, Council was able to update the information at that site from a central location and have that instantaneously.

One element that has also been a bonus is the cost savings. *“These savings are achieved by reduced time in updating information and the reduction in resources required to deliver the message i.e. paper and all associated production materials.”*

Overall we have found the use of the kiosks to be highly beneficial in delivering information to the community and have achieved and exceeded what we had originally planned.

The feedback we have received has been extremely positive and we are now looking at ways to utilise the technology further in other parts of council”, said Matthew Bull.