



Case Study: Oilstop Drive Thru Oil Change

Engage your customers with ScreenScape

Oilstop Drive Thru Oil Change improves excellent service with service bay entertainment.

Oilstop provides its customers with drive-thru full service oil changes and other automotive services in California, Arizona, Oregon, and New Mexico.

In what place or places are your screens?

We have placed ScreenScape-powered screens in every service bay, in most of our stores on the driver's side, approximately 3 feet from each vehicle. We will be adding six or so new stores in 2014, and most, if not all stores, will have 3 service bays and therefore 3 screens per store. Counting car washes and detail stores, which also have mounted screens, we are currently controlling content on over 40 screens.

What kind of messaging is generally on the screens?

Essentially, our content involves video, video+text, and text only. Ours is a harsh environment for audio, and the latter two content types are the most viable. We have production facilities that allow us to produce our own video for TV and radio commercials, in-house training videos and of course, our store screens, which we refer to as Oilstop TV.

Messaging can be broken down into 3 areas: (1) Education - for example, why servicing one's vehicle is important; what does an automatic transmission service involve; Oilstop offers free top-offs, etc. (2) Entertainment - quizzes, famous quotes, Oilstop TV commercials, etc. (3) Wait times - To make the service wait less noticeable and to help pass the time. Utilizing RSS world news feeds, local news and all other content engage our guests.

“The staff at ScreenScape, however, is first rate, attentive, thorough and willing to go the extra mile to satisfy our concerns.” - Gary Woo, Director, Marketing & Franchising, Oilstop Drive Thru Oil Change

What are the main benefits you are seeing from using place-based media?

We use place-based media to educate our guests about various

aspects of their vehicles, including but not limited to ongoing, regular maintenance awareness, maximizing gas mileage, increasing driving enjoyment, saving money on repairs, and more. By including local news, weather, etc., we can engage our guests and make their service time more enjoyable.

Reports from store staff, as well as guest comments on survey cards that we provide for all guests, indicate that many people enjoy Oilstop TV.

What do you like about ScreenScape as a technology?

All screens and the specific playlists/content that play are unique to each store's screens, and are completely controlled on one computer. In the beginning, we had our production people design video, video+text, and text-only formats to produce content/playlists, but ScreenScape's templates now make this task very simple and very easy. And, they are always adding new ones.

How was the experience of working with ScreenScape?

The measure of any online technology service company is the level support that's available. Does someone pick up the phone? Does someone get right back to you following an emailed question? Is the help effective and efficient? How these things are handled can be and often is a deal killer. The staff at ScreenScape, however, is first rate, attentive, thorough and willing to go the extra mile to satisfy our concerns.

What are your future plans for place-based media?

We'll add screens to new stores as we grow. If we add more car washes to our company's mix, we'll probably place more emphasis on screens and content in these venues. Oilstop TV was and is based on Disney TV. The level of quality, diversity of content, and with the goal of making one's wait for a ride less painful, Disney TV is a superb role model. Without the services of ScreenScape, we would not have been able to make Oilstop TV viable.



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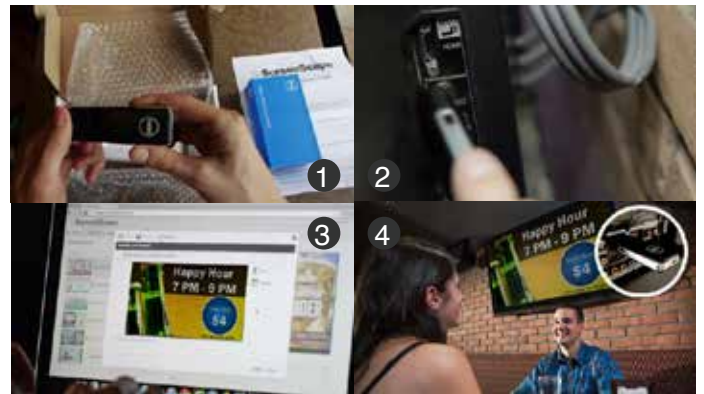
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Content management software	ScreenScape Connect device	Training & support

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