



Case Study: Richardson Pioneer

Engage your customers with ScreenScape

Canada's largest agribusiness and global leader in agriculture uses ScreenScape.

Richardson International is Canada's largest agribusiness and is recognized as a global leader in agriculture and food processing.

Our Richardson Pioneer Ag Business Centres are located across Western Canada - Manitoba, Saskatchewan, Alberta and British Columbia - where for over 100 years our farmer customers market and deliver their grain and oilseeds and purchase their seed, fertilizer and crop protection products.

Blair Swarbrick, Manager, Marketing for Richardson Pioneer Limited shares their ScreenScape experience.

In what place or places are your screens?

Currently we are running ninety ScreenScape screens across our network of 85 locations. The screens are located in the main office area of our Ag Business Centres in highly visible and high traffic areas.

Two screens have also been placed in our Winnipeg Head Office cafeteria where one has been utilized as a menu board and the other to provide Richardson corporate updates to staff as well of what is going on across the company.

"ScreenScape gives us the ability to provide Regional or site specific messages." - Blair Swarbrick, Marketing Manager, Richardson Pioneer

What kind of messaging is generally on the screens?

Screens have been utilized for a wide variety of content. The screens replaced whiteboards that our locations had for posting their daily grain pricing information.

We use ScreenScape to display upcoming Richardson Pioneer deadline dates, industry updates, market summaries, and general agriculture information. Every week we update the content on our screens from our crop input suppliers as well as adding updates for customers and staff to see information on their products, programs and deadlines that they each have throughout the year.

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

Using place-based media has helped us modernize the grain elevator to an Ag Business Centre with a cleaner, more appealing professional business atmosphere. It allows us to place the exact same message at all locations at the exact same time so that staff and customers across Western Canada can receive up to the minute information but we also have the ability to provide regional or site specific messages on our Displays.

Our digital display provides better communication and customer service by showing timely industry information and updates. We use our screens to provide deadline date and program reminders to growers and staff that will help to lift sales for certain products. This gave us the ability to get growers thinking about products and services offered by Richardson Pioneer at times when they may be thinking about other tasks. ScreenScape digital signage helped us reduce clutter of printed marketing materials by placing that content on the monitors.

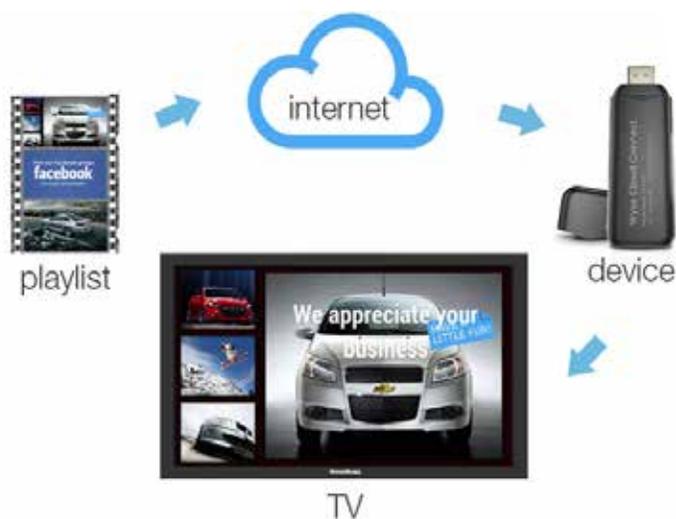
What do you like about ScreenScape as a technology?

ScreenScape's web-based application is very simple to use and provides us with flexible options. I can control and update content from my office or wherever I am as long as I have a working Internet connection. The easy to customize templates to fit every need.

How was the experience of working with ScreenScape?

We had a very positive experience working with the ScreenScape team. Complexities of our locations being rural based meant we proceeded very slowly at first but once we pressure tested our network and network challenges, the process of installation was very quick. The ScreenScape team was patient with us throughout while we worked on our network challenges.

Engage your customers with ScreenScape



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