



Case Study: Uni-Select Inc.

Engage your customers with ScreenScape

North America's Leader in the automotive aftermarket parts distribution uses ScreenScape.

Uni-Select's Canadian automotive aftermarket parts business supports a growing national network of more than 1,150 independent and corporate stores. Uni-Select also supports over 3,900 shops and stores through its automotive repair/installer shop banners and programs.

Uni-Select uses ScreenScape-powered digital signage at retail to coordinate their promotional message, lift sales, and offer their trusted industry partners and opportunity to engage customers at the point-of-sale.

Zineb Ahnou, Manager, National Business Solutions at Uni-Select shares their experience using ScreenScape.

**"We have huge opportunities to extend the network."
- Zineb Ahnou,
Manager, National Business Solutions,
Uni-Select**

In what place or places are your screens?

We included ScreenScape in all our Auto-Select installers (Auto-Select is our turnkey solution banner program) and à la carte for the Uni-Pro one (Uni-Pro is our build your own banner program). So far we have 326 locations in our Auto Plus locations participating in the US and 42 in Canada running ScreenScape but we have huge opportunities to continue to extend the network.

What kind of messaging is generally on the screens?

We usually promote new offers to customers, such as the North American roadside assistance, and good maintenance habits. Studies show that digital signage increased inquiries around products in store by 5-15% so a good portion of our content is based around promoting our products.

What do you like about ScreenScape as a technology?

ScreenScape is a very user friendly tool which allows us to create great high quality content quickly. We really enjoy that it's easy to change our content often, based on our advertising plans. The screens also reduce perceived wait times in locations where customers are waiting for their vehicle to be serviced.

ScreenScape's network distribution functionality allows us to push out content from a central account and that helps us to maintain our brand standards and share our corporate message.

Overall it improves our customer experience and improves brand recall.

How was the experience of working with ScreenScape?

The ScreenScape support team has always been responsive to us. They always follow up and are quick to offer us tips to improve our content. They are supporting us to help us grow our network by helping us with additional training as we add new locations.

What are your future plans for place-based media?

We are working on the enhancement of our yearly content calendar, and sharing the tool with our products department to make sure we are promoting all of our products well. Most importantly, sharing content with the community will bring added value and align well with our strategies to grow our network.



1. Device arrives by mail
2. Plug the device into an HDMI port, connect to Wi-Fi
3. Create/edit content at ScreenScape.com
4. Done! Engage **your** audience.

Plug & Play digital signage has arrived!

ScreenScape Connect allows businesses to turn any TV into a dynamic digital sign. Connect the screen of your choice to your own account at ScreenScape.com using an Internet-connected plug & play device. Think of it as enterprise digital signage without the pain of a complex IT project.

For only \$40 USD / month you get:

		
Content management software	ScreenScape Connect device	Training & support

Connect with your Customer

Digital signage is a proven, effective way to engage customers and boost sales. Savvy marketers use it to influence buying behavior where it matters most.

To order visit: <http://screenscape.com/order/> or 1-877-666-1975 (option 7 for support)

Contact Us

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Resources

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<http://www.youtube.com/user/ScreenScapeNetworks>



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