

CAA SCO Trailblazing Ahead of Competition with Contemporary Customer Experience





At ADFLOW Networks, we are proud to have the opportunity to work with innovative and forward thinking organizations.

The Canadian Automobile Association South Central Ontario (CAA SCO) is an innovative company that has managed to stay ahead of the competition in the automotive industry for over a century.

ABOUT CAA SCO

For over a hundred years, CAA has been helping Canadians stay mobile, safe and protected. CAA South Central Ontario is one of nine auto clubs across Canada providing roadside assistance, travel, insurance services and member savings for 2 million members.

THE REASON CAA SCO CHOSE TO IMPLEMENT DIGITAL SIGNAGE:

CAA SCO makes a point of implementing advanced technology to provide the most effective services for their members. The organization decided to implement flat screen digital monitors in their stores, to increase the effectiveness of their communication efforts. Digital signage now affords CAA SCO the possibility of dynamically communicating more timely and complete information to customers via slideshows, audio and video.

Laura Santlal, Director of Marketing at CAA SCO describes their intentions “to use the technology to its fullest advantage, by ensuring it supports sales, and increases awareness of the full range of services we offer to both members and non-members.

Digital signage is the perfect complement to our in-store communications. Additionally, the monitors eliminate the need to physically install and replace printed signage frequently.”



THE REASON CAA SCO CHOSE ADFLOW NETWORKS:

ADFLOW initially installed digital monitors at 34 CAA SCO locations and was thrilled with the results achieved and the responsiveness of the ADFLOW team.

Laura describes her experience with ADFLOW, “We relied heavily on ADFLOW 2 years ago when we installed digital signage in the original 34 locations. Recently, we again relied on ADFLOW’s expertise to help us define an effective content strategy and explore various options for the new concept store. The ADFLOW team was very helpful in identifying the pros and cons of each option that was available to us. They worked with us to outline the technical issues that might arise with each approach we considered, in terms of the different quality of screens, duration, content creation, and timing.”

“ THE ADFLOW TEAM was very HELPFUL IN IDENTIFYING THE PROS AND CONS of each option that was AVAILABLE TO US ”

Laura Santlal, CAA SCO

CAA SCO'S DIGITAL SIGNAGE PILOT PROGRAM AND FUTURE ROLL OUTS:

Since installing monitors across 34 stores in 2013, CAA SCO decided to amp up a pilot store in Burlington with multiple large screen walls. ADFLOW was called in to work on the project, installing a video wall comprised of three 70" screens in a horizontal display, revamping a major area that includes 9 screens forming an 'L' shape, and installing another 5 vertical screens that are used as digital posters. As described by Laura, "The digital walls create an engaging and life-sized feel, giving customers the impression that they are a part of the imagery as they walk through the store."

This experience has thus far proved very impressive to customers. Since the pilot program launched on March 9, 2015, Karen Vothknecht, CAA Burlington Store Manager, describes the experience, "We are at the "wow" stage, where customers are in awe of the technology and change in environment!"



“ We are at the **'WOW' STAGE** where **CUSTOMERS ARE IN AWE** of the **TECHNOLOGY AND CHANGE** in environment. ”

- Karen Vothknecht, CAA SCO