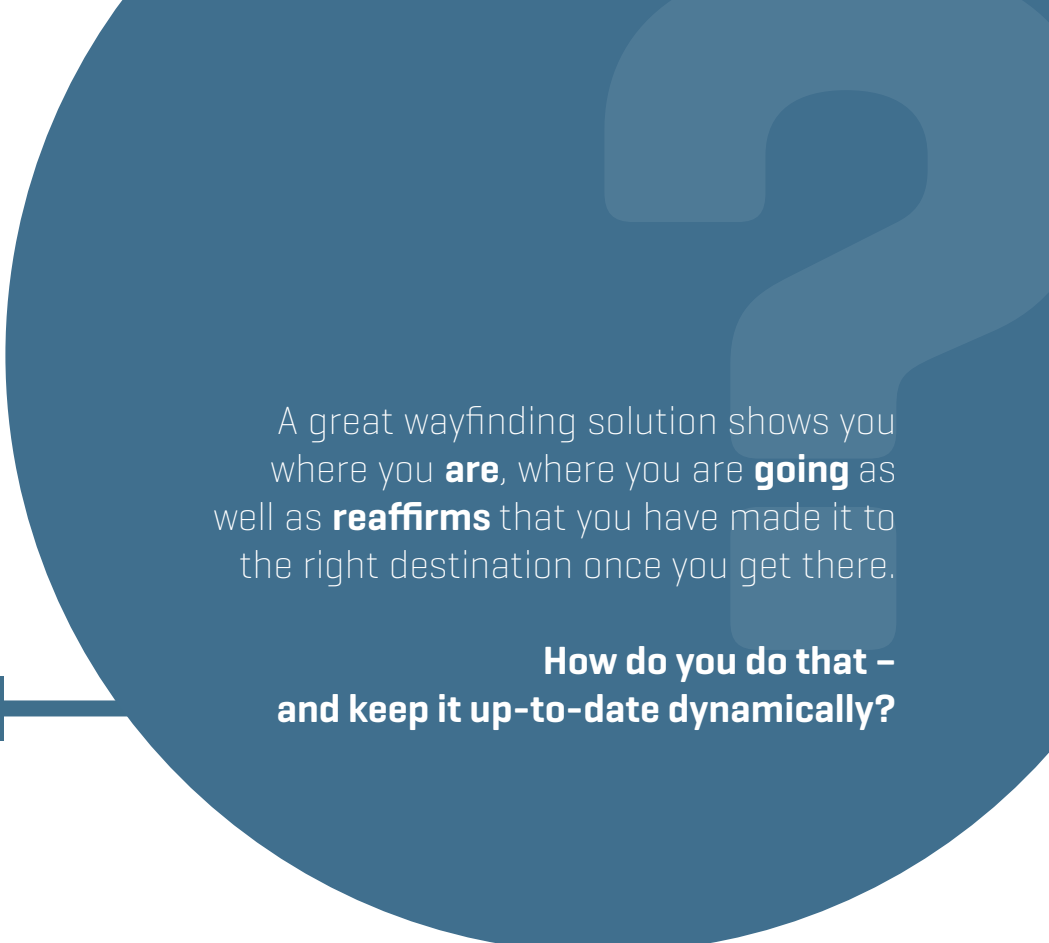


In a dynamic world the only constant is **change**.

So, how do you lead patients to higher satisfaction and employees to improved productivity - **dynamically**.

Read on to learn about how dynamic digital signage and digital wayfinding solutions can bridge the gap between conventional static signs and today's needs in modern workplaces, healthcare, hospitality, and other ever-changing environments.



A great wayfinding solution shows you where you **are**, where you are **going** as well as **reaffirms** that you have made it to the right destination once you get there.

**How do you do that –
and keep it up-to-date dynamically?**



QUESTION

Today's modern workplaces and ever-changing environments require dynamic and intelligent wayfinding and productivity solutions that conventional signage can't provide.

Visitors arrive unexpectedly. Meetings change and move to other rooms. Patients need directions, but there's no one to show the way. All meeting rooms seem fully booked but rooms are empty. Employees change desks and are hard to find. Meetings get interrupted. Misunderstandings, confusing routines, unintegrated and unsynchronized systems, and cumbersome techniques....

Ever experienced that?

Today's modern workplace needs a fully integrated and synchronized digital signage and wayfinding solution that

takes away the hassle of finding unoccupied meeting rooms and creates a more relaxed and efficient workplace environment. A great wayfinding experience gives a great first impression for visitors, while simultaneously freeing your staff from the task of giving directions, instead allowing them to focus on their job.

A total solution consists of many elements playing in harmony. From large overview screens providing general information about meetings and events across multiple rooms, dynamic meeting room signs helping people to improve meeting room efficiency, dynamic bulletin boards showing key messages to smartphone guidance with accessibility routing helping people find their way.

The key is to present the right information at the right time and place, thus making it easy for the users to find their way without any clutter taking focus away from finding their way or finding that available room.

The journey starts at the entrance when the visitor needs to navigate to the right destination!

Interactive kiosk solutions can provide information and wayfinding at a general level to improve hospitality, self-service, and visitor satisfaction instead of having employees act as “guides” or “way-showers”.

By doing that you will create a great visitor experience improving visitor and tenant satisfaction, as well as enhancing productivity, employee happiness, and reducing your costs!

- ▶ Need to register guests, handle NDA signing, and notify employees when visitors arrive? A Virtual Receptionist or a visitor management system improves guest check-in by logging and automatically notifying employees and meeting hosts via SMS or email.

This optimizes time and resources for front desk employees and improves security and access to visitor history. Also this is a great chance to share valuable information with the visitor upon arrival like WiFi login, opening hours, or directions to the meeting room.

- ⌕ Once someone is ready to navigate through your building, their personal smartphone is a great tool for ensuring that they get to the right place at the right time.

QR codes, NFC tags, and BLE Beacons integrated in a dynamic map solution can be placed strategically at each entrance and junction inside your facility making it easy to navigate, essentially using a smartphone based indoor wayfinding system.

- ⌕ Productivity based digital signage, dynamic bulletin boards, and overall meeting room information displayed on large screens provide general information about meetings and events and are automatically updated by calendar integration. This shows what, when, and where making it easy for everyone to find their way to the right location or event. If an event changes, the dynamic signs are automatically updated on the fly.
- ▶ Finally, as visitors approach a specific room, dynamic door signs, also integrated into your calendar system, reaffirms that the person has made it to the right room for the right meeting or event. If an employee is looking for an available room they can book the meeting room right from the door sign.

- ▶ **The result: Creating great visitor satisfaction while improving overall staff productivity.**

See how it's all connected and placed strategically across the facility to create a great wayfinding experience





Need catering or gear for your meeting?

No more random emails or post-it's to setup the meeting. Using an integrated and synchronized booking system makes it fast and secure to book meeting resources, catering and more - all in just a few clicks. The best solutions integrate with calendar systems like Outlook and Google Calendar as well your digital wayfinding solution!



Want to learn more?

Does this example fit your needs?

AskCody provides a simple yet scalable, comprehensive and consistent digital signage and wayfinding solution across multiple platforms - including smartphone guidance and visitor management.

This allows the client to manage information in one place and scale as needed, creating a great wayfinding experience.

Give us a call or send us a note to learn more.

info@askcody.dk · www.askcody.dk · www.goaskcody.com