

New Thinking, New Possibilities – Raising Customer Satisfaction and Brand Awareness through Digital Signage

BRIEF PROFILE

Place: Taiwan

Industry: Retail

Solution:

- SMP Player x 10
(Still expanding)

Hyundai Motor

Established in 1967, Hyundai Motor was the first to develop and mass produce automobile in Korea. It has ranked in the Top 100 World's Most Valuable Brands for a few years in a row. Hyundai Taiwan was launched in 2002, and has reached over 50 dealership and service locations across the island.



Guest Waiting Area at Hyundai Service Center

Background:

Hyundai Taiwan announced a new branding strategy in 2015, hoping to reinvent brand awareness in Taiwan, by upgrading all locations within 4 years, and expanding new flagship locations. To achieve customer satisfaction, Hyundai Taiwan plans to not only promote its brand and technology, but also focus on elevating service quality, by using digital signage systems that can incorporate with its service status system.

CAYIN's Digital Signage Solution :

Hyundai Taiwan has adopted CAYIN's SMP Players in 9 of its prime locations with service centers. Each of the players is incorporated with centralized service status system through HTML, seamlessly fitted in within the display. Customers can monitor the vehicles' maintenance progress and the estimated time to finish.

Along with information broadcast of the maintenance status, brand promotion materials are shown through video and image zones, helping to elevate brand awareness, and bring customers closer to Hyundai's culture. The displays blend in with the chic and modern renovation of the service centers, providing a smooth customer experience.



CAYIN Digital Signage at Reception and Cashier at Hyundai Service Center

Every digital signage player is remotely monitored by Hyundai Taiwan Headquarters. All the updates, including product information, maintenance status, or special promotions and holiday events, can be instantly revised on demand, which significantly reduces the time and resources spent in message delivery.

Conclusion:

How to create great customer experiences and bring the art of technologies into before and after-sale services is one of the most important steps for car manufacturers to move forward. Hyundai Taiwan has begun the process by upgrading all of its locations, in hopes to reach the stars in customer expectation.

CAYIN Technology in Brief

CAYIN Technology is a 13-year professional digital signage solution and software developer from Taiwan. By offering a complete portfolio of appliance-based digital signage solutions, CAYIN dedicates itself to being a reliable partner to clients worldwide and has successfully set up various applications globally. In order to best facilitate the deployment of its products, the company also provides tailored services to satisfy the ever-growing market demand for almost limitless applications.



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