

CORPORATE

Digital Signage Brings to Life Messages in the Fast-Paced Workplace

BRIEF PROFILE

Place: Mexico

Industry: Corporate

Solution:

- SMP-WEB4 x 101
- CMS-80 x 1

Muñoz Corporativo

Muñoz Corporativo is one of the largest call center companies dedicated to managing and developing multichannel campaigns in Mexico. With more than 20 years of experience, Muñoz Corporativo has cooperated with countless global brands to achieve their needs with its high-quality services, including integral collection, customer survey, telemarketing, technical support and direct mailing.



The need for real-time communication

As one of the fastest-growing companies, Muñoz Corporativo requires a reliable, robust, and easy-to-update system to manage its internal communication 24/7 among different branches including four call center floors housing more than 900 positions. In order to efficiently meet various demands from its clients, Muñoz Corporativo needs a complete solution to integrate timely information for various campaigns including surveys, metrics, strategies, etc.

CAYIN's Digital Signage Solutions

- SMP-WEB4 web based digital signage player (101 units)
- CMS-80 advanced digital signage content management server (1 unit)

By cooperating with Difraction Group, CAYIN deployed 101 SMP-WEB4 digital signage players with 101 displays in each branch of Muñoz. Each screen will instantly show specific information to target audience. Through the deployment of CMS-80, administrators can centrally deliver and schedule messages to each branch via network in the future.



The Benefits:

Timely • Highly Efficient • Low Labor Cost

In a fast-paced company like Muñoz Corporativo, successfully managing the internal communication is always the key success factor. CAYIN's digital signage solutions can help Muñoz Corporativo effectively deliver its message to different branches. Administrators can easily manage and schedule various types of content through the central control system. They can also deliver the following information to all branches:

- Web information, like graphics and metrics
- Live streaming videos
- Instant feedback from each branch
- Executive announcements and emergency notifications

“Digital signage installation can truly facilitate information flow in the fastest-growing company.”

CAYIN Technology in Brief

CAYIN Technology offers a complete portfolio of digital signage solutions—including media players, servers, and software—that are applicable to various industries, such as education, retail, hospitality, corporate, financial, and public institutions. CAYIN is dedicated to being a reliable partner to its clients worldwide and has successfully set up various application references globally. In order to best facilitate the deployment of CAYIN products, the company also provides tailored services to satisfy the ascending market demand for almost limitless applications.



CAYIN Technology Co., Ltd.

8F-2, No. 577, Linsen N. Rd., Taipei City 104, Taiwan

TEL: +886-2-25951005 FAX: +886-2-25951050

sales@cayintech.com www.cayintech.com