

# Ros Siam Noodle

## CAYIN Technology Enhances Dining at Ros Siam Noodle, Thailand

### BRIEF PROFILE

Place: Thailand

Industry: Catering

Solution:

- SMP-2300

Ros Siam Noodle in Bangkok partnered with DmaSStech and CAYIN Technology to enhance their dining experience using advanced digital signage. The installation of the SMP-2300 digital signage player improved customer engagement and streamlined content management. This innovation led to positive customer feedback and increased orders, positioning Ros Siam Noodle as a forward-thinking establishment.



### A Taste of Tradition Enhanced by Technology

Ros Siam Noodle, a beloved noodle shop in Krung Thep Maha Nakhon (Bangkok), Thailand, has long been a favorite spot for noodle enthusiasts. Despite its small size, the shop has maintained its popularity over the years. Seeking to modernize their dining experience and attract more customers, Ros Siam Noodle turned to innovative digital signage solutions.

### Engaging Customers in a Digital Age

In the bustling world of culinary delights, Ros Siam Noodle faced the challenge of standing out. The goal was to showcase their delicious dishes effectively and entice more customers into their restaurant. Traditional menus and static displays were no longer enough to capture the attention of tech-savvy diners.

### Bringing Digital Signage to Life and Engaging Displays

The digital signage system was installed on the walls inside the restaurant, providing an eye-catching display for diners. The two-screen connection player continuously showcased mouth-watering images of the restaurant's signature dishes. This dynamic display not only enhanced the restaurant's ambiance but also made it easier for customers to choose their meals. The content displayed on the digital signage was meticulously managed by the restaurant's marketing team. They ensured that promotional content and news updates were always up-to-date, keeping customers informed and engaged. The ability to easily control and update the content made the system highly convenient for the restaurant staff.



## Positive Feedback and Seamless Media Control

Since the installation of the digital signage system in July 2023, Ros Siam Noodle has received overwhelmingly positive feedback from customers. The visually appealing displays have not only attracted more diners but also led to an increase in orders. Customers appreciated the convenience and clarity provided by the digital menus. The restaurant staff praised the digital signage system for its ease of use. The ability to control media seamlessly allowed them to focus more on customer service and less on managing traditional menus. This innovation has set Ros Siam Noodle apart from its competitors.

## A Recipe for Success

The collaboration between DmaSStech and CAYIN Technology has proven to be a recipe for success. By embracing digital signage, Ros Siam Noodle has not only enhanced its customer experience but also positioned itself as a forward-thinking establishment. This case study highlights the power of technology in transforming traditional dining experiences and setting new standards in the culinary industry.

## DmaSStech and CAYIN Technology Collaboration

To address these challenges, Ros Siam Noodle partnered with DmaSStech and CAYIN Technology. The collaboration aimed to integrate cutting-edge digital signage solutions that would revolutionize the way customers interacted with the restaurant's offerings. CAYIN Technology provided the advanced SMP-2300 digital signage player, known for its reliability and performance. This player, combined with DmaSStech's expertise in media management, created a seamless and engaging customer experience.



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