

# Digital Signage Player Creates a Better Shopping Experience

## BRIEF PROFILE

Place: Thailand

Industry: Retail

Solution:

- SMP Player x 5
- CMS cloud server

### Petlovers Pet Shop

Petlovers, a well-renowned pet store owning 5 branches in Bangkok, sells all kinds of pet-related products and services. Petlovers pet store is dedicated to providing the widest range of high-quality products as well as pet services.



CAYIN's SMP digital signage player creates a better shopping experience

## Background:

In light of the importance of in-store shopping experience to retailers, which offers the chance to communicate with customers of the brand's value and to advertise the products. Petlovers pet store seizes the opportunity to implement CAYIN's digital signage solution for creating a better in-store customer experience.

### Optimize In-Store Touchpoints with CAYIN's Digital Signage Solution

Five SMP-2200 digital signage players are installed in Petlovers pet store's 5 branches for displaying the updated information of new products and advertising promotional flash sales. With SMP-2200 digital signage player's features of providing flexible task schedules and allowing self-designed templates, Petlovers pet store has the flexibility to customize and optimize the displayed contents to accelerate customer purchase intention and maximize customer satisfaction.



Petlovers Pet Shop, Thailand

To efficiently manage the displaying contents of the digital signage player, Petlovers pet store adopted CMS-SE digital signage content management server software and cloud service provided by DMaSStech (distributor of CAYIN solution in Thailand).

### Wonderful Shopping Experience is the Key to Success

Retail is a highly competitive industry, facing a lot of challenges to increase customer engagement, brand loyalty and customer retention in this fast-changing market. The deployment of CAYIN's digital signage solution has successfully assisted Petlovers pet shop in enhancing the shopping experience for its customers, leading to better sales and higher customer satisfaction.

### CAYIN Technology in Brief

CAYIN Technology is a 16-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.

### DMaSStech in Brief

DMaSStech Company Limited is established with the vision that the digital media and digital signage solution will be the most effective tools for marketing communication and public relation, mass and widespread in the media world. Its service includes digital signage solutions, digital display installation, mobile application development, and digital showroom design. With over 12 years' experience, DMaSStech has accomplished over 500 projects with CAYIN's digital signage solution in providing both the stand-alone solution and the networked solution.



### CAYIN Technology Co., Ltd.

3F., No. 57, Sec. 3, Zhongshan N. Rd., Zhongshan Dist., Taipei City 104, Taiwan

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

sales@cayintech.com <https://www.cayintech.com/>