



# Symon Dacon deliver high-end digital signage solution to Shepherds Bush Housing Group, with dual functionality and seamless integration with their Nortel phone system.

Shepherds Bush Housing Group required a high-end digital signage solution that could satisfy two key objectives simultaneously. The first, to deliver high-end customer facing digital signage within public areas in order to boost government initiatives and convey key messages. The second to collect from their Nortel system and display real-time reports within their contact centre.

## At a glance

### Client challenge

- A customer facing digital signage solution that would increase efficiencies and increase visibility of key messages
- A contact centre display solution that can integrate seamlessly with the housing departments Nortel telephony system

### Value proposition

- Long-term relationship with Nortel and seamless integration with Nortel solutions
- One software solution for customer facing and contact centre displays
- Real-time data and automated content updates

### Business results

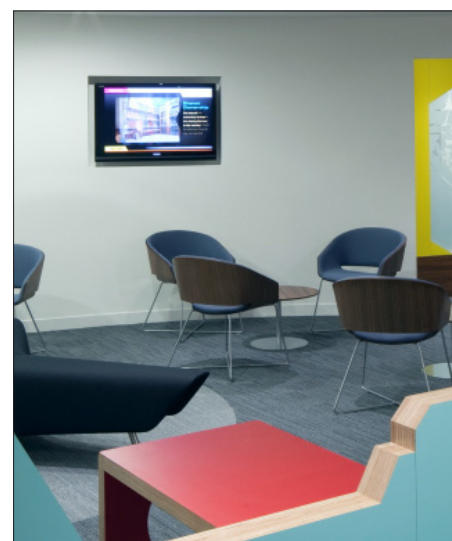
- Increased efficiency in terms of updating information and public notices as well as savings in printing costs
- A state-of-the art digital signage solution that delivers contact centre performance data and public information to relevant areas of the business
- Displays that integrate seamlessly with the existing Nortel solution and leverage their existing investment

With an existing Nortel telephony system Shepherds Bush Housing Group were keen to leverage their existing investment with a digital signage solution that could integrate seamlessly with their Nortel system, collecting key information and delivering this information to key areas of the business with ease. Having seen a demonstration of the Symon solution at a Nortel event, **Alan Megson, Head of Information Services, Shepherds Bush Housing Group commented;** *“As a certified Nortel partner with many years experience of Nortel Systems, we were convinced that Symon Dacon could deliver the solution, support and associated services required to meet our brief.”*

**Elliot Homan, Regional Manager, Symon Dacon commented;** *“We have a long standing relationship with Nortel which is very important to us. Many companies build their telecoms infrastructure on Nortel solutions so it has always been paramount that our solutions are developed with seamless integration capabilities with all Nortel systems and our staff is fully trained. It was for this reason that when Shepherds Bush Housing Group shared their brief with us we were convinced that the Symon Solution was ideal for their needs and we could provide them with a full-turnkey solution”*

In the main customer area the housing group were using posters to publicise government initiatives and public notices.

They needed a sophisticated customer facing digital display that would increase efficiencies and increase visibility of key messages. It was decided that Symon would not only be used as a back-end contact centre system but also double as a customer facing digital signage solution in waiting areas. In order to do this the posters were replaced with a large-format display. This enabled unlimited messages and visualisations to be scheduled and updated with ease. A custom template was created by the Symon Dacon creative content services team giving the display a professional and engaging appearance. Live TV was also integrated within a third of the screen reducing perceived waiting time and drawing viewers attention to the display.





*“We are not only very pleased with the overall solution but also the support services that Symon Dacon provided. With two days remote installation and only a day onsite the installation caused minimal disruption to our daily activities. The 2 day training program was also very comprehensive and equipped our staff with the necessary skills to competently manage the system on a daily basis.”*

Alan Megson  
Head of Information Services  
Shepherds Bush Housing Group

The housing group had previously been using small screens displaying Nortel Symposium desktop reports; including call routing information and key statistics such as calls in queue, available agents, calls answered etc. The Symon solution amplified the visibility of these reports on a large format LCD display, presenting key information in an easy to understand format. Symon Dacon’s Creative Content services team designed a customised template, in line with the groups branding, also integrating Live TV creating a visually engaging display that won’t become ‘wallpaper’ but instead encourage ‘right now’ agent behaviour with real-time dynamic content.

The overall solution included; 2 LCD screens already owned by Shepherds Bush Housing Group, Symon Enterprise Software (SES), 2 SDA 715’s (Symon Digital Appliances) a purpose-built media player designed to store and play dynamic digital signage and various types of visual content. Design Studio the Symon content authoring software that enables administrators to

adapt and create screen layouts, and also support services including, creative content services, installation, training maintenance and support.

**Rob Elkins, Project Manager, Symon Dacon added;** *“Working directly with Shepherds Bush Housing Group, we delivered a full end-to-end solution that suited the departments needs. Our whole process gave them design input and flexibility at key stages during the installation, post-install and during training, we have delivered a bespoke solution with the ability for further development.”*

**Alan Megson concluded;** *“We are not only very pleased with the overall solution but also the support services that Symon Dacon provided. With two days remote installation and only a day onsite the installation caused minimal disruption to our daily activities. The 2 day training program was also very comprehensive and equipped our staff with the necessary skills to competently manage the system on a daily basis.”*

## About the solution

The Symon Visual Communication Solution is powered by a state-of-the-art content management system. It is used for collecting, designing, scheduling, and delivering digital content such as video, graphics, photos, text, real-time data, and Key Performance Indicators (KPIs) to a broad array of visual solution end-points. These can include LCD screens, LED wallboards, way-finders, information kiosks, video walls, or mobile devices, which are used for informing and modifying viewer behaviour.

The content management system comprises four major components:

- Symon Design Studio – Software for designing the look, feel, function, and timing of how content will appear and be used on electronic displays
- Symon Enterprise Software (SES) – A software engine for managing the collection and delivery of content between all content management system components
- Symon Media Players – Hardware and/or software such as Symon Digital Appliances (SDAs) that function as the intelligent interface between the SES content engine and the electronic display end points
- Symon Electronic Displays – LCD, LED, or plasma monitors. These can be mounted individually or as multi-screen video walls, LED wallboards, LED marquees and/or mobile devices.