

OVERSEAS MILITARY SALES GROUP

Streamlining the Sales Process with Interactive Digital Signage



Basic Stats:

Client: Overseas Military Sales Group

Type of Client: Automotive / Vehicle Sales

Project Details:

OMSG launched interactive digital signage automobile selection centers via a digital signage kiosk on previously inaccessible Navy ships and military bases across the globe. Expanding the market potential in these areas decreased the automotive sales cycle, reduced costs, increased revenue, and better serviced OMSG customers.

The Situation

Overseas Military Sales Group (OMSG) is one of Long Island's largest independent companies and the world's leading marketer of automobiles, motorcycles, and ATV's to the American military, diplomatic, Foreign Service and international business communities outside the United States. OMSG is authorized to sell under the AAFES/NEXCOM - Exchange New Car Sales Program and operates in 30 countries in over 100 offices in North America, Central America, Europe, the Middle East and Asia.

Focused on markets that are inherently difficult from a logistical, cultural and sales implementation standpoint, OMSG utilizes its entrepreneurial and organizational capabilities to effectively serve the special needs of its customers.

Prior to implementing digital signage into the sales process, OMSG approached its market with face-to-face sales primarily by former military personnel. Product was pushed through onsite vehicle displays and show room areas.

Using this approach OMSG realized the lack of reach and permanent presence in various potential sales venues including Naval ships. In the Naval sector specifically there was limited access to large audiences of customers on board hundreds of vessels. Using face-to-face sales only enabled limited coverage of the market, and the show room approach of storing large inventories of vehicles near military locations was expensive and labor intensive.

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With increasing numbers of troop deployments to hundreds of inaccessible locations across the globe, OMSG developed a new strategy for their sales process and narrowed in on the dynamic nature of digital signage.

The Objective

By selecting digital signage as a vital marketing and sales tool for their business approach OMSG sought out a partner that could provide the flexibility and security needed to function in restricted military areas.

A solution that could establish permanent presence yet be updatable and provide sales lead information was key to OMSG's objective.

They needed to decrease inventory and labor costs, while shortening the sales process time from preview to selection to providing validated quotes. OMSG's goal was to increase the number of leads and convert these to sales in a faster and more streamlined process.

The Recommendation

OMSG selected Wireless Ronin Technologies as a partner for the project based on the flexibility of the RoninCast software to custom fit their business needs through an interactive kiosk platform. Wireless Ronin worked with OMSG to identify the needs of the business and outline project goals.

Wireless Ronin recommended an interactive kiosk that could function as a virtual show room. This digital show room would allow users to select the makes and models of vehicles and preferences such as color, features and performance specifications.

The RoninCast software collects user preferences and selections which then provides OMSG with a summary for each visitor including contact information for sales follow-up. The RoninCast software also tracks user sessions, to assist OMSG in their data mining analysis for the design and marketing approach for their various product offerings.



The Result

The kiosk was designed using a 32" LCD touch screen with various areas of content that are easily updated across the network. Designated areas are assigned for manufacturer advertising, OMSG product navigation and on-site announcements that are customized as needed for each location by a military representative.

After the initial rollout of RoninCast digital signage OMSG was able to see immediate indication of the success of the program through substantially higher quote request rates from locations with the kiosk installed. During the first seven months of the program launch OMSG recorded over 23,000 user sessions and over 2,000 quote requests.

These numbers come from kiosks in areas that prior to the program launch represented little to no sales due to the inaccessibility of the consumers.

The on-going criteria for judging the success of the program included reviewing the number of visitors as recorded by the RoninCast software, the number of orders and orders delivered. The system has performed well based on the metrics established and compared to other sales channels.



Powered by Wireless Ronin Technologies

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Wireless Ronin supported OMSG's rollout with turn-key solutions including consulting, hardware procurement, creative design, training, project management and installation, fixturing, network hosting through its 24/7 Network Operations Center, and maintenance and support.

OMSG is planning implementation of a digital show room concept which should decrease or replace the labor intensive face-to-face sales model that had been previously deployed. At military base exchanges physical inventory is minimized and onboard ships physical inventory is eliminated. Kiosks will be implemented on remote land bases where the market volume fluctuates and does not currently warrant full-time sales support.

The overall program was well-received by the customers and OMSG plans to continue on-going expansion of this program to multiple additional locations.

"Wireless Ronin Technologies has been a key partner in helping OMSG effectively and efficiently reach previously inaccessible customers and then convert these to sales," said Robert Schwartz, OMSG's Manager Online Marketing & Sales.

About Wireless Ronin Technologies, Inc.

Wireless Ronin Technologies, Inc. (www.wirelessronin.com) is the developer of RoninCast®, a complete digital signage software solution designed to address the evolving digital signage marketplace. RoninCast® digital signage software provides clients with the ability to manage a digital signage network from one central location. The software suite allows for customized distribution with network management, playlist creation and scheduling, and database integration. An array of services is offered by Wireless Ronin to support RoninCast® digital signage software, including consulting, creative development, project management, installation, hosting and training. The company's common stock is traded on the NASDAQ Global Market under the symbol "RNIN".



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