REDEFINING CONVENIENCE:
MANDATES, MARKET FORCES, AND DIGITAL TRANSFORMATION

QuickChek Steps Up Staff Communications with Hughes Digital Signage

When your workforce is spread over two states, 150+ stores and round-the-clock shifts, getting the message out about exciting new products, promotions or processes can be challenging. That was the situation facing Whitehouse, NJ-based **QuickChek**. Corporate communications manager Amy DaSilva says email reached managers and team leaders, but not the rest of the team.

"Emails were missing a lot of the marks," says DaSilva. "Not everybody was getting the right messages."

So DaSilva turned to Hughes, which was already providing its **HughesON Managed SD-WAN solution** to the retailer. Hughes proposed **MediaSignage** for Smart TVs, a digital signage solution that would put

screens in store backrooms as well its support center, to deliver messages through compelling digital content.

Staying Connected Via SmartTVs

Hughes' cloud-based MediaSignage for Smart TVs is an all-in-one, cost-effective alternative to external digital signage, housing everything QuickChek needs within the SmartTV itself, including a media player and hard drive, thus simplifying infrastructure and hardware requirements needed for digital signage. This advanced, smart app-driven, wireless and LAN/WAN-enabled digital signage solution provides live and on-demand HD video, image, data, and text playback. Remote monitoring and support

provided by Hughes means any performance issues are quickly flagged and resolved.

Now, instead of writing emails, DaSilva uses the system's Web-based portal to schedule compelling content for the entire organization. Content is distributed to each SmartTV's hard drive to store and play throughout the day.

DaSilva can set each piece of content to play when it's needed, where it's needed, such as delivering information about a new NY law only to NY stores. Promotion messages can start and end with the event. QuickChek's content has also included store openings, photos, customer comments, job postings and town halls, and provides an additional way to train employees with integrated Video OnDemand on the same screens.

"I can update screens from wherever I have access to the Internet," says DaSilva. "I really enjoy the ease of being able to use the system. Before I had computer monitors running Powerpoint slides and it was not very intuitive. This just made it so much easier for me." The portal also shows what is playing on any screen at any moment.

QuickChek's SmartTVs are connected via its store Wi-Fi, which is supported by the company's HughesON Managed SD-WAN running on their **HR Secure SD-WAN Gateway**.

High Impact

The new SmartTVs are a hit with support center staff and store teams alike. "Our team members like it," DaSilva says. "We have a lot of movement between stores, so I've had team members who have left a store that had screens and go to another that didn't, and they miss it. They like being aware. If we have a new hash brown product coming out, for example, they can tell customers about it, improving customer awareness."

In fact, from 2017 to 2018, turnover in the first eight stores with the SmartTVs dropped
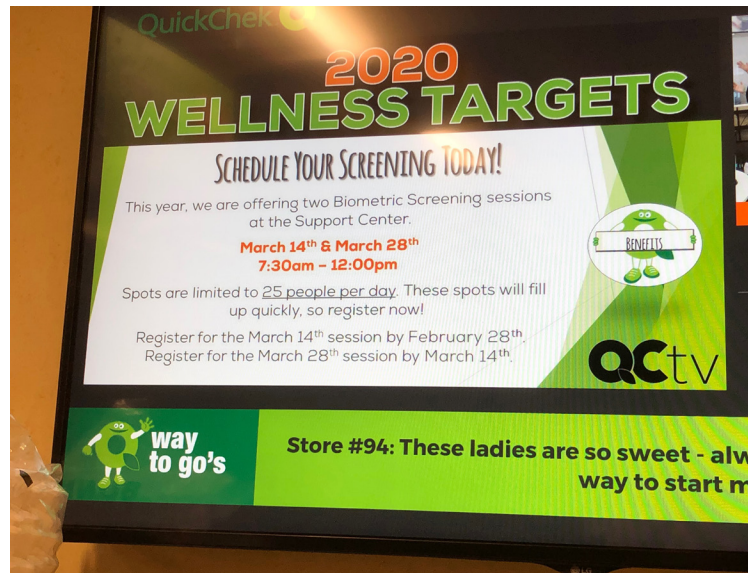
an average 15% compared to stores not yet installed with the solution. "There are many factors that lead to turnover and I can't directly translate changes in turnover to my QCtvs," says DaSilva. However, "I think that overall awareness and communication has a big impact on team member satisfaction and retention."

QuickChek is also enjoying these benefits:
- Consistent messaging across all shifts and locations
- Fast, easy uploads even from a smartphone for fresh, up-to-the-minute content
- Network-friendly design with content stored within the SmartTV rather than streamed

In addition to internal communications, QuickChek is exploring SmartTVs on end caps and behind the checkout for customer-facing content to drive additional revenue.

"I'm a big fan of digital communications," says DaSilva. "This sends messages directly to team members, which makes it easier to do their jobs."

HughesON™