

## Century AC's Implementation of Digital Signage



### Century AC

Positioned with the headquarters in Houston, Texas, Century AC has 24 locations within 2 regions. Century was founded by Dennis Bearden, when he came to the realization that there had to be an alternative way to distribute HVACs. Dennis has a philosophy, *"To regard employees as family and to treat customers as friends with a generous amount of customer service thrown in."*

The President of Century is Rick Luke, a leader in the business and a driving force behind the company's growth.

### Challenge

A common factor trending across the industry is to cut printed materials for several reasons and one being the perceived value of the cost. There is no exception to this when launching digital signage and Century had the same idea in mind.

They also wanted to create a way to communicate marketing based messages that were eye catching and would truly make a difference. They wanted these messages to reach both employees as well as customers.

These challenges were compounded by how to create a more enticing marketing solution without the added cost of what they found to be required for software, hardware and day to day management of a system that had to stay relevant on a daily basis for their frequently visited locations.

### Solution

Century decided that digital signage was the way to correct and address some of the issues and challenges they were facing. They wanted to find something that was simple, easy, and didn't take a lot of man hours on their end. Century wanted to see more return on their investment.

*"We weren't looking to do all the work. Trigger Point Media had a turnkey solution. TriggerPoint Media's cost was reasonable. We were getting a full end to end solution for good dollar value."*

*-Renata Morgan, Marketing Manager*



### Implementation Process

When it comes to a new product, installation and results are vital areas that need to be close to flawless. Century shared with us what they enjoy most about working with a new platform. It was shared that the Site Surveys we provide were appreciated, the Remote Management that we offer is a great asset, and the easy to use Client Portal is not stressful or overwhelming.

### Results

Century has observed that the digital signage is working. They have seen that customers and employees are paying more attention to the screens than they ever did to flyers and printed materials. The spokesperson for Century has had some great feedback.

*“Branches like it, our customers are commenting about products and information about promotions they see on the screens. The ads are affecting buying habits in a positive upsell way. Suppliers and vendors like what they see and are asking if they can participate in the ad program. We are talking about additional co-op sponsorship programs for the suppliers. The supplier ad reports that you offer that show how many ads and for how long they played are a great way to show the value to the suppliers and proves their effectiveness.”*

*-Renata Morgan, Marketing Manager*

It was also shared with us that that our expertise and turnkey solution are what set us apart and contributed to Century AC’s solution and results.

