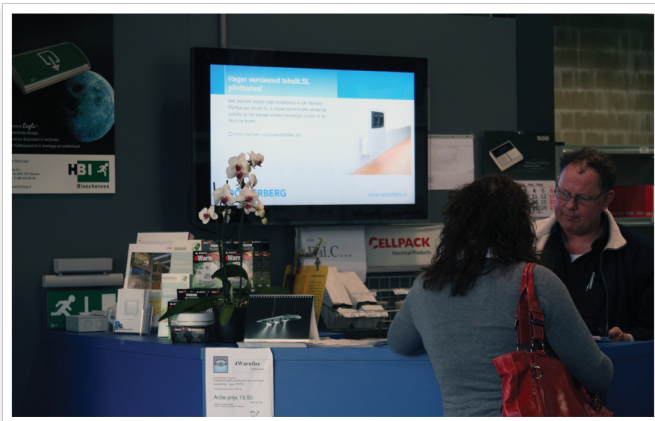


Electro technical trendsetter streamlines communication

In 2008 electro technical wholesaler Oosterberg decided to optimize its information system. Oosterberg wanted one system with which they could keep all of their branches up to date on their suppliers latest campaigns and innovations. And simultaneously inform their clients about 'front desk days', campaigns and special offers.



“First electro technical wholesaler to communicate like this”

In the end Oosterberg chose to implement Netpresenter software with which they could communicate with clients, visitors and employees by displaying messages on large TV screens. Erik Spijkerman, marketing manager at Oosterberg says “Up to just a few years ago, Digital Signage was mainly used in fast food restaurants. We decided to become the first wholesaler within the electro technical sector to communicate with its clients in the same way!” His colleague Natasja Kroese adds: “Netpresenter software is extremely well suited for integrating external information and informing our clients as optimal as possible about external news, campaigns and special offers.”

“Getting the software up and running was a piece of cake”

At the moment the software runs on dozens of large TV screens in nineteen Oosterberg branches. “The screens are mounted in the same location in every branch, at the front desk where all the clients come in. The screens are in full view and this allows us to actively and directly inform our target audience,” says Kroese.

The implementation of Netpresenter at Oosterberg went swimmingly. Spijkerman: “The first step was to purchase the right kind of TV screens. Getting the actual software up and running was a piece of cake. In many ways Netpresenter is similar to a ‘Plug & Play’ app.”

Communicating to specific branches

For a short while now, Oosterberg has been using the personalization feature in the software. This allows for the broadcast of different messages per branch or TV screen. Spijkerman: “With just a few mouse clicks we can now broadcast different information to specific branches. For instance, we frequently organize ‘front desk days’. On these days we organize for one of our suppliers to come to one of our branches and display one or more of their products so that our clients can get to know the product. Netpresenter allows us to advertise each ‘front desk day’ at the branch where it is being organized along with accompanying special offers.”

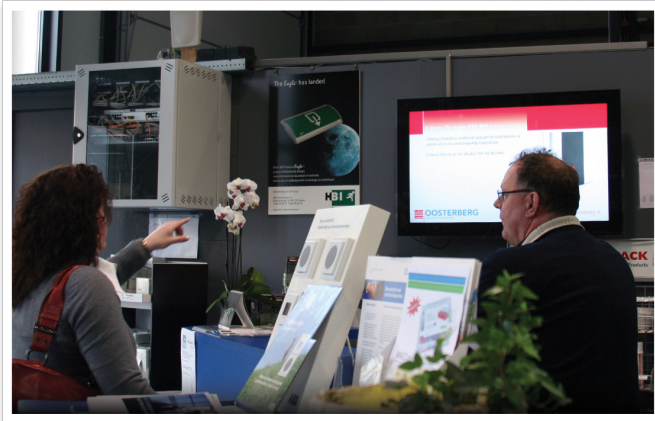
“Netpresenter makes our suppliers more aware”

Kroese: “Netpresenter allows us to create flashy and dynamic presentations and publish them on all of our screens. On average a presentation contains 20 to 25 messages; our daily messages, national news, local weather and traffic information. Dynamic information such as traffic information, weather forecasts, national, and local news is all automatically imported into the presentation.”

Kroese: “The only ‘downside’ is that for a number of messages we are reliant on input from our suppliers. Like new products, or catalogs. Luckily it is not just our clients that appreciate Netpresenter, but our suppliers as well. Our suppliers have noticed the presentations and take this into consideration before they devise a new campaign or special offer.”

“Keeping presentations exciting”

“We keep the presentations exciting by using lots of photographs and more and more Flash animations, instructions and other short video’s. In general, exciting presentations are viewed better,” explains Kroese. “We also make use of different background colors for each message, to indicate the type of news. →



Blue is for general news, red is for news about special offers, messages with a green background are about renewable products and orange is for external news, such as sport news.”

Oosterberg publishes a bi-annual promo letter. “We try to have obvious links between the products in our promo letter and in our ‘on screen’ presentations. We also publish the ‘Oosterberg A4’ four times a year. The presentation on the screens contains four special offers, without displaying prices. If clients are interested they can ask for additional information at our front desk. These kind of promotions now show much better results, thanks to Netpresenter,” explains Spijkerman.

“Social media certainly offers possibilities to this sector”

The integrating possibilities for social media (Twitter and Facebook) using Netpresenter are interesting for Oosterberg as well. “Using social media to communicate with clients and employees is new to this branch, but we were also the first to start communication using large TV screens. Furthermore, our clients, such as mechanics, often carry Smartphones around with them, so we absolutely see the possibilities it could offer us,” says Spijkerman.

Oosterberg BV

Oosterberg is a wholesaler, specialized in the sale and supply of electro technical installation materials, lighting, cables and electro technical and industrial components to electricians, government and the industry. The family business, founded in 1893, now has over 200 employees and 19 branches throughout The Netherlands.

www.oosterberg.nl

Sector

Electro technical

Solution

By using just one system:

- Keep employees from different branches up to date on all the latest developments;
- Informing clients specifically about innovations, front desk days, promotions and special offers.

Solution

The latest external news is broadcasted as Digital Signage on large TV screens positioned near the front desk of each branch. The content of the presentation varies for each branch and can contain weather forecasts and traffic information.

Benefits

- Clients, visitors and employees are all instantly informed about promotions and special offers using the TV screens, located at the front desks of every branch;
- Each branch also broadcasts local news, weather and traffic information. This information is automatically imported into the presentation;
- This new way of communication is extremely appreciated by Oosterberg employees and suppliers. This is demonstrated by the fact that the registrations for the ‘front desk days’ and the response to promotions and special offers have gone up significantly since Netpresenter was implemented.



Headquarters

Adsteeg 10
NL-6191 PX Beek-LB
The Netherlands
Tel. +31(0)46 4370886
Fax. +31(0)46 4360188

Netpresenter USA

410 Park Avenue
15th Floor, Suite 1530
New York NY 10022
Phone +1 (212) 710-5908
Fax +1 (212) 710-5914

www.netpresenter.com | info@netpresenter.com

Netpresenter is a leading developer of innovative end-to-end visual broadcast solutions, such as emergency alert notification, enterprise communications and narrowcasting. It has offices in The Netherlands, US and UK. Its 1 million users can be found, among others, at Nokia, Sony, Jaguar and GE.