JOHN KNEISLY INSURANCE AGENCY

Industry

Insurance Agency

Application

Internal Comunication

Products

NoviSign Digital Signage Software

NoviSign Online Design Studio

Android Media Players

Benefits

• Simple set-up
• Full flexibility
• Great support
• Modern look

Like many insurance agencies, The Kneisly Team relies on customer service and word-of-mouth referrals to create new opportunities. Learn how Kneisly took customer-facing communications and service to the next level with digital signage.

The Challenge

State Farm Agent John Kneisly wanted a lobby environment that gave customers information about insurance options. He wanted to showcase a forward-thinking methodology to his business.

They wanted a digital signage solution that was straightforward, reliable, dynamic, and easy to install. The media player needed to be unobtrusive and robust enough to operate under various operating conditions. Examples of this would be power outages and the ability to power back up and reconnect to the internet.

The digital signage software needed to be robust on two fronts: the ease of use was paramount, as managing and operating digital media is not his core business, and the post-sale support and training were essential.

The Solution

Image360 of Westminster, MD was chosen as the vendor because of the overall value proposed and reputation for quality. Powered by NoviSign's Digital Signage Software, Image360 designed and deployed a total solution for John Kneisly lobby.

NoviSign's cloud-based digital signage software consisted of:

• Drag & drop design studio for content management with over 20+ widgets and apps
• Supports videos, scrolling texts, slideshows, and other media
• Built-in advanced scheduling ability of playlists
• Remotely monitor and track the status of player and content

Image360 provided all initial content creation and installation services. The final design nicely incorporated State Farms branding requirements and consisted of a mixture of media zones displaying:

- Welcome messaging for customers
- About the staff section with images and biography's
- Video streaming video displaying State Farm information
- Live scrolling news RSS feed
- Time and date

The Results

Within days of the deployment, John received numerous positive comments and feedback from customers regarding their lobbies digital signage. From customers being able to understand better their services to create a modern welcoming experience the final solution delivered a unique and engaging way for State Farm to communicate with customers visually. Also, other agents were impressed and liked the impression that the signage gave his company.

Testimonial

"The image360 team brought value to our organization. We were looking for a way to differentiate ourselves from other agencies in a way that benefits our clients and teammates. People working in our office commented immediately about the digital display very positively. Clients visiting our office enjoy the content on display, and we have the opportunity to provide industry-specific content. NoviSign's software is so easy to use and reliable. It does everything we were looking for! We even showed images and film clips of the digital display to other agencies at a national convention where we received many compliments on it.", - John Kinsley

About Image360 of Westminster, MD

Image360 of Westminster, MD provides expert graphic services to businesses and organizations. Regardless of the size of the project, our signage specialists work closely with clients to maximize the effectiveness and visual impact of digital signage, metal signs, vehicle lettering, safety signage, and custom banners.

About NoviSign

We believe digital signage was meant to be easy to use. Because of this belief, NoviSign has helped over 20,000 active screens deployed across 5 continents successfully deploy dynamic digital signage solutions. Some of NoviSign clients include Disney, Ikea, Dole, Home Depot, NASA, Nokia, Ferrari, Papa John's Pizza and more!

Using NoviSigns comprehensive web-based digital signage software online studio, you can create beautiful digital signage. With over 25+ drag and drop widgets to choose from you can quickly design and manage engaging content that features live social media streams, data-driven polls, fun interactive games and media-rich zones that feature videos, RSS feeds, HD images, scrolling text, weather and more!