



Reinventing the Lobby: Create a Lasting Impression with Innovative Technologies

You never get a second chance to make a first impression. And with only seven seconds to make it, it's imperative that you make the right impression, right away.¹ So what is the first place an important client or prospect will see? It's not the well-appointed corner office or the tech-laden conference room—it's the lobby.

The modern corporate lobby isn't just the waiting area where guests are received and sign in before their appointment. It's where visitors interact with your company as soon as they walk in the door. It's the heart of your office—a vibrant, welcoming environment that educates visitors about your organization and establishes your relationship with them.

With the right design and technology, lobbies have the power to inform, connect, and inspire visitors. Forward-thinking companies have adopted and integrated many of the latest audio and video technologies to turn their underused lobbies into powerful engagement tools.

Technologies for a High-Tech Lobby

Digital signage and video walls: Real-time information to strengthen your brand

Digital signage and video walls greet visitors with vibrant displays of key company stats and facts, dynamic branded content, and even non-branded content such as local newscasts. With a simple QR code or a secure wi-fi connection, visitors can access the information right from their tablets, making it easier than ever for them to engage with your brand.

Video walls let you sync together an array of high-definition screens to create a flexible presentation platform that streams videos with messages from company executives and success stories from customers.

The flexibility of the technology means that you can set each monitor or groups of monitors to display different content at different times—real-time social media feeds, recorded product demos, and interactive apps that use the latest in gesture-responsive technologies and let visitors choose how they want to interact with the company.

Interactive displays and kiosks: On-demand access to marketing and product info

Interactive displays and information kiosks are the 21st-century marketing brochures. Instead of visitors reading printed content while they wait, they can now get a personalized, hands-on and up-to-date experience with everything your organization has to offer.

Interactive displays and kiosks give visitors the opportunity to explore the latest release of a popular product or navigate digital maps of your global locations and zoom in for additional details about each site. Other uses might include a try-before-you-buy room design program for decoration and design services or self-service banking and applications for charitable donations. There are many unique ways to use kiosks and interactive displays to connect with customers, partners, and employees.

Paging and sound systems: Advanced office-wide messaging and announcements

Traditional office paging systems are known for their intrusiveness and poor sound quality. Today's advanced overhead paging systems, however, have upped the ante for quality and functionality. They provide full-building coverage, and also boast advanced features such as automated sound adjustments based on ambient noise, and high-end speakers and microphones for clear sound.

These advanced systems can be seamlessly networked with other lobby technologies to simplify communications for the lobby staff and guests. For instance, by connecting the paging system with interactive company directories and phonebooks accessed from the kiosks and displays, guests can have one-touch connectivity to the company contact directly from the lobby, while allowing receptionists to focus on higher-value tasks than tracking down employees.

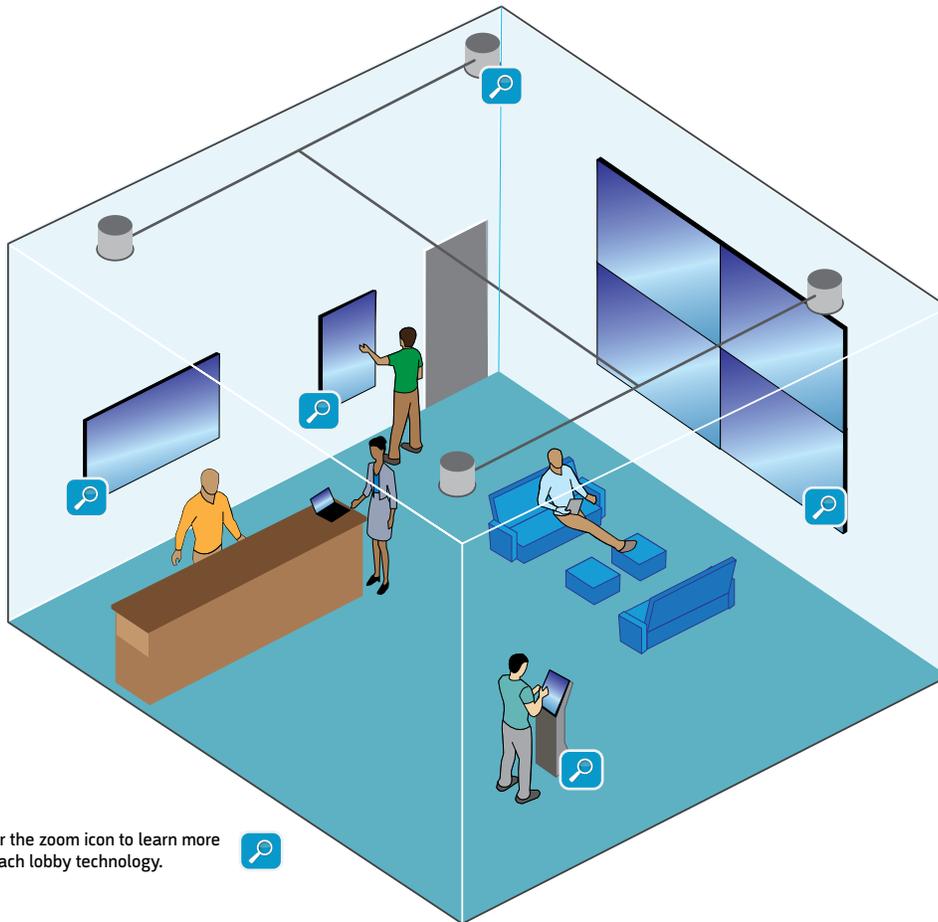
Systems can be configured to include designated "quiet zones" as well as the ability to turn the system on and off for specific parts of the building. This enables lobby staff to page personnel over a loudspeaker without disturbing busy areas of the office like in-use meeting rooms, development labs, or other areas where it's important to limit distractions.

Control interface: Save time with control and automation options

Managing all the different lobby technologies can feel a bit like juggling balls. A control system that integrates with all your lobby systems and can automate key tasks will be easier to manage and save time. Many control systems can do more than control your A/V systems, including building features like lighting and HVAC systems, which reduces costs by saving energy.

In addition to simplifying the operation of various technologies, control systems create innovative ways to engage your visitors. Content can be controlled and managed through specific parameters. For example, a motion activated sensor can be designed to control and switch content when someone steps in front of a display. Content could also switch depending on the temperature or time of day. Important company information and announcements for employees can be displayed at the beginning and end of the day, but a more marketing-focused content will automatically be shown during the prime business hours when it is mostly visitors coming and going from the lobby.

Explore the Lobby



Roll over the zoom icon to learn more about each lobby technology.

The future of lobby technology

The future of technology use in corporate lobbies is exciting and will add more functionality that enhances the visitor experience and reduces costs. For example, virtual receptionists will be able to greet visitors at multiple entrances in multiple buildings, using a combination of digital sensors, digital interactive displays, and key cards.

Sensors will detect when a new visitor enters the building, alerting the system to capture a visitor's information, and allow them to sign in and even create their own visitor's pass, which can be stored securely for future re-entry. A virtual receptionist will offer interactive welcome menus featuring a map of the facility for easy navigation and different options for searching and connecting directly with the person they've come to visit, all while providing the company with additional security measures and the ability to track who comes and goes from the building.

Delivering a Powerful Customer Experience

Organizations that embrace next-generation communications technologies invest in a modern high-tech lobby as part of their growth strategies. Businesses investing to transform their lobbies from undervalued spaces to business development tools have seen improved customer retention, improved knowledge transfer to new employees, and inventive ways to better educate customers about products and services.

Case story: Creating ambiance and personalizing the visitor's experience

Catamaran, a pharmaceutical benefits management company, uses a mix of interactive displays, video walls, and advanced overhead sound systems in its lobby to create what the firm calls its "Center of Engagement." The revamped lobby greets visitors with music piped in via a personal music player connection at the reception desk and played over a hidden sound system.

The lobby also features a large video wall with a built-in RFID reader that recognizes the badge visitors received at check-in. The system brings their name up on the screen while a camera system allows that person to navigate through the on-screen options using hand and body gestures to select a pharmacy app and see how it works.

Similarly, a major finance and accounting firm uses digital displays and video walls in the lobby of its new training facility to add richness and depth to new employees' onboarding process. The 20-foot-wide wall is a multi-touch, multi-user video wall featuring streaming video, information on worldwide offices, and an interactive corporate history tree that helps employees gain greater understanding of the company's values and culture.

Case story: Reducing wait times and increasing revenues

Some high-profile multinational banks use their lobbies to reduce wait times and increase revenues. In bank lobbies, digital signs showcase new products and provide the latest interest rates, while tablets and interactive screens enable secure self-service banking to minimize customer wait times, offload traditional transaction processing from bankers to mobile technologies, and improve overall customer satisfaction.

For charities, information kiosks in the lobby can also be used to increase revenues. Kiosks include hardware and software that provide a simple and effective way to capture impulse donations or allow donors to contribute in cash, coin, or electronically via credit card, direct debit, or PayPal. They can also be used to display information about the charity, including recipient testimonials and other information showing how charitable donations helped the needy.

Get Started on Your Modern Lobby

Regardless of the industry or vertical your organization competes in, an investment in a modernized, interactive lobby can make a significant, positive impact on your business and your customers.

Learn more about the different technologies and design solutions for the modern lobby by visiting www.avispl.com. Contact AVI-SPL today to see how we can help you transform your lobby into an essential part of your business operations.



About AVI-SPL

AVI-SPL is the world's leading AV and video communications partner. AVI-SPL designs, builds, and supports the systems and environments that enable communication and collaboration. With highly trained and certified system engineers throughout 34 offices across North America and an international network of solution providers in 30 countries, we've built the infrastructure and partnerships to help any business realize and meet its communication goals.

References

¹ "Seven Seconds to Make a First Impression," Forbes, accessed Aug. 25, 2014, <http://www.forbes.com/sites/carolkinseygoman/2011/02/13/seven-seconds-to-make-a-first-impession/>