

## Case Study

**Subject:** Walnut Valley Garden Center

**Location:** Andover, KS

**Technology Application:** Interactive Digital Signage based on Keywest Technology MediaXtreme, Keywest Technology Editor software and a 32-inch Orion LCD Touch-Screen Monitor

### **Walnut Valley Garden Center elevates consultative sale process with interactive, hybrid digital signage system**

*The system is based upon the Keywest Technology MediaXtreme media server, a custom version the company's Editor software application, a touch-screen monitor from Orion and custom software that accesses Google Maps from system integrator DSX Media.*



Walnut Valley Garden Center in Andover, KS, has installed a highly interactive, hybrid digital signage system to assist customers select the correct lawn and gardening products for their projects, automate order processing and check out and feed a marketing program designed to win repeat business.

Working with [DSX Media](#) in Wichita, KS, and Keywest Technology, the garden center has put in place an interactive digital sign designed to make it easier for customers to determine the specific products needed to carry out their project. After typing in their name and address, the system accesses Google Maps to display a map of the customer's property. Using the interactive touch screen, a customer then defines the exact location of the project by touching its corners on the map.

At the heart of this interactive, hybrid digital signage system is the Keywest Technology MediaXtreme media server, a customized version of the company's Editor software

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application and a 32-inch LCD monitor with integrated touch-screen from Orion. In addition to driving the interactive and linear digital signage presentations, the MediaXtreme is networked with the garden center's central server to retrieve and display required data, as well as to communicate customer data to the server.

The system is designed to determine the exact dimensions of a customer's individual project and offer a list of in-stock products from which the customer can choose as well as prices. When the customer selects a particular product, the database of coverage areas is accessed and the exact amount of product required is recommended. Customers can choose to print out a list of the products required or press an onscreen button to send the order to a loading zone where it is assembled for pickup after purchase.

The system also offers customers who are gardening newcomers a guided touch-screen experience to make it easy to select a gardening project. When operating in this mode, a page with thumbnail images of 12 different types of gardens allows customers to see examples of what might be



of interest. Touching a thumbnail opens a page devoted to that type of garden with specific information about everything that goes into building the garden, including the types of plants, rocks, mulch and other items, as well as what it will cost.

Ordering that ready-made garden is as simple as touching the purchase button, after which the order sent to the fulfillment department to be assembled on the store's loading dock for pickup after purchase.

In both applications, customer data is collected to build a mailing list for the garden center's newsletter and lawn or landscaping maintenance updates.

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DSX Media wrote custom software to access Google Maps for users that can be interacted with on screen. Additionally, extensive databases of products, such as grass seed, fertilizers, herbicides and others, as well as their manufacturer recommended coverage areas were created.

By rolling out this interactive digital signage system, Walnut Valley Garden Center makes the gardening process easier with effective, clear and consistent communication, frees up a portion of the time personnel otherwise would spend discussing the myriad details about a given product or project, improves workflow at every stage of the sales process from the retail floor to the loading dock and builds valuable customer data that can be used to retain customers and build repeat business.

