



398+ kiosk wireless carrier

Client Overview

This **398+ kiosk wireless carrier** is one of the largest wireless carriers in the U.S., providing voice and data services to millions of subscribers. In April of 2020, the wireless carrier acquired a leading mobile network operator in the U.S. The former telecom brand was an effective subsidiary of the second-largest wireless carrier until the brand was officially phased out in mid-2020.

Before being acquired in 2020 by Velocity, CTI Solutions had been a technology vendor of the former fourth-largest mobile network operator for over 25 years. Since then, Velocity has continued to serve the wireless carrier with a wide range of digital technology solutions.

The Need

In the mid-2010s, the former mobile network operator signed a contract to place branded kiosks inside all Best Buy stores. Due to the rapid changes in messaging and pricing within the wireless retail industry, the network operator sought to distribute its branding and product information with the flexibility to change content frequently. The kiosks enabled the network operator to support product features and price variations from one city or region to the next. While the distribution of print advertising can be effective, it's challenging to ensure time-sensitive communications make it to market on time due to slow turnaround times.



398

Active Best Buy locations with panels



6+ Years

Serving this client



500

Digital panels deployed originally

The Solution

By partnering with CTI, in 2016, the former mobile network operator was able to seamlessly update content on branded kiosks that were placed in **500 Best Buy locations** and provided the following solutions that continue to be provided by Velocity today:

- **Content Management Software, Android media players, content management services, and field support for kiosks**
- A dedicated call-in number for **ongoing tech support**
- **Management of a hot-swap inventory** to be used when displays need repairs or replacements. This allowed for a quick replacement of faulty hardware in the field, providing maximum uptime for the digital displays.

The Results

Customized solutions: Velocity assessed the design of the digital kiosks and identified potential pain points before delivering a tailored solution. The company placed its internal digital media player inside the kiosks, which allowed Velocity to **manage all content in real-time**, keeping up with the wireless industry's ever-changing pricing and plan deals. It also allowed for remote monitoring of all sites, enabling maximum uptime for the digital marketing displays.

Cost-savings: Velocity's software and hardware integration expertise helped provide a cost-effective solution to address the pain points presented by the wireless carrier's kiosks. By using Velocity's internal media players, which require less hands-on repairs, the former network operator **saved money over three years** in print, shipping costs, repairs, compliance, and content management and avoided potentially missing out on sales due to outdated advertisements.

Superior customer service: Velocity provides content management software to support **digital signage** services 24/7/365 remotely and manages the content displayed on all the wireless carrier's kiosks within Best Buy stores. Velocity also provides the client with a dedicated call-in number for **ongoing tech support**.

Today

Velocity's reliable network, customer-driven solutions, and around-the-clock support have allowed us to serve this **398+ kiosks wireless carrier** since 2020. Today, our relationship with the wireless carrier continues to grow as Velocity provides superior service and **high-quality digital solutions**.

In mid-2021, the wireless carrier chose to once again partner with Velocity to upgrade the digital screen on the Best Buy kiosks to a commercial-grade 50-inch display with embedded media players, in addition to software and content management services. Velocity will provide the **project management support** to ensure a seamless upgrade to 398 **digital displays**—estimated to be completed in the first quarter of 2022.

