

Case Study: YESSS Electrical

YESSS Electrical Engage With Customers Using Signagelive Digital Signage Network



YESSS are the UK's fastest growing Electrical Wholesaler. Having only opened in December 2012, YESSS has grown to over 100 branches nationwide. Located in London, Sheffield, Leeds, Nottingham and even the Channel Islands. Over the next five years that number aims to increase to 250 UK branches.

The Opportunity

Initially YESSS Electrical needed a system that would allow them to display promotional offers in branches as quickly as possible and at the same time reduce their printing costs incurred by traditional printed POS which previously consisted of large volumes of printed flyers, posters and roller banners.

"Since using Signagelive we've never needed to look at any other system, as it comfortably handles everything we throw at it."

In addition, online support is always fantastic and the platform's roadmap of new features shows the potential to be the best of it's kind."

Jon Derbyshire
Marketing Manager, YESSS Electrical

A solution was required to reduce the POS costs and create a focal point where the screens were displayed; directly behind the counters at customer eye level. Video content needed to be pushed to over 100 branches and Signagelive was chosen due to the robust nature of its hardware and software compatibility.



"The YESSS Electrical project is a prime example of how we as a company met the customer's needs 3 years ago and continue to do so, with for instance the release of multiple tags for media assets."

I remember sitting at the customer meeting with the solution partner (JBrand) and getting an understanding of what they wished to achieve and where the other offering was failing to provide what was needed."

The Digital Signage Network

The Signagelive Content Management System makes it really easy to upload content and distribute to multiple sites with very little problems and the recent move away from Flash to HTML5 has helped to speed up the user interface side.

Promotional offers are positioned perfectly within each of the branches ensuring that offers aren't missed by their customers.

Being able to login to Signagelive on a web browser anywhere and add content has proven to be a massive advantage.

The tag system offers a very user friendly way of managing content for unique sites where content might differ. e.g price variations on product promos outside of mainland UK.

It is important to us as a company that our customers drive our technology forward with their requirements of real life scenarios. Coupled with our excellent support infrastructure, continuous updates and the hardware agnostic approach we take it makes Signagelive not just a robust solution but also one which is scalable and flexible enough for year to come and can be applicable to many customers."

Aferdita Qesku
Director of Sales, Signagelive