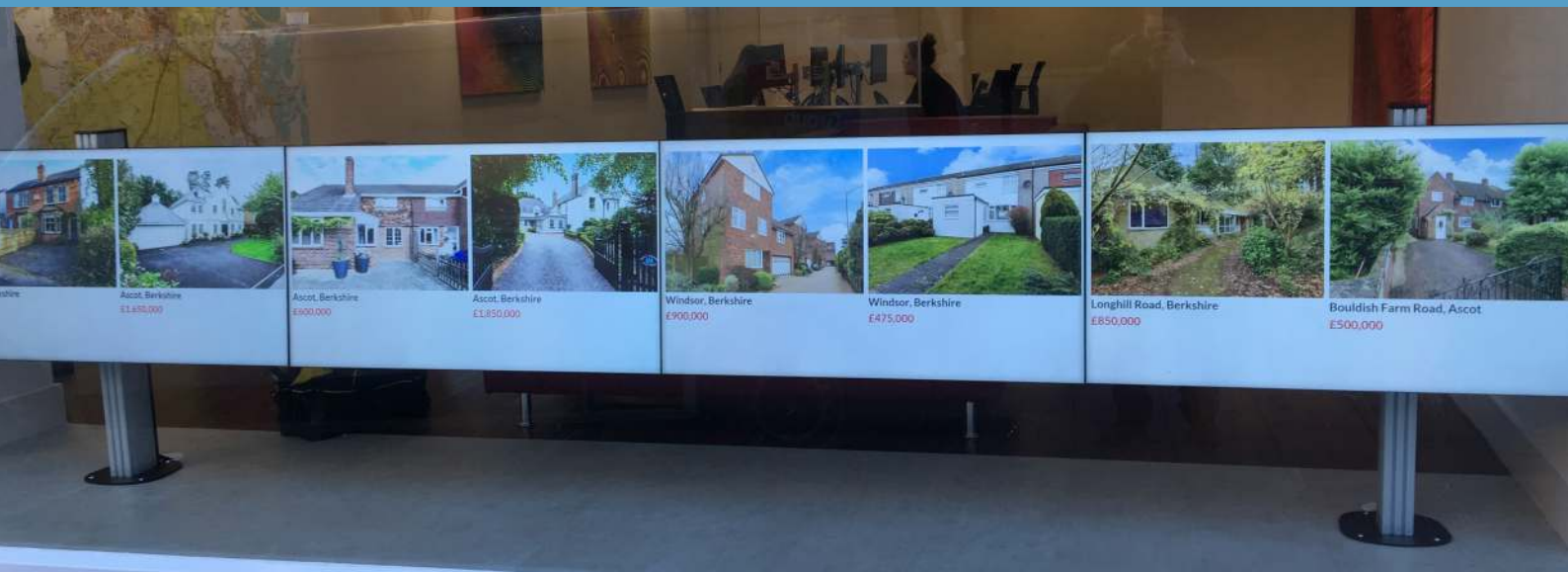


Chancellors Estate Agents Window Displays Go Digital



One of the UK's leading estate agents, Chancellors has transformed its window display with innovative new window technology to give passersby more particulars and attract attention on the high street.

The Opportunity

The Chancellors team were keen to increase the footfall to their branch by showcasing and bringing to life their latest properties with cutting edge digital signage.

We always strive to deliver the best service to our customer, which is why we were keen to cause minimal disruption to Chancellors' working hours. Buying a property is a life changing decision and Chancellors' investment in a display solution which best represents their properties demonstrates an approach which is customer orientated and forward thinking."

Mark Childerhouse
Sales Director, Pioneer Group

The Solution

Pioneer Group installed a powerful video wall solution from Samsung with advanced colour calibration and seamless bezel design, with four of their UD46E-A models. Held in place with a B-Tech System X bolt down video wall stand, the display elevates visual messaging and content with a seamless image and impressive clarity.

Installed by AV and IT specialists, Pioneer Group, the displays enable Chancellors to embrace digitisation as a means of showcasing its property portfolio and latest offers.

Not only does it reduce printing costs and time spent updating particulars; its high impact visuals command more attention to the Windsor store. Research shows that professional displays can increase sales by up to 54%, so the brighter and more eye-catching the visuals, the better.

Signagelive is used to automate the digital advertising processes at Chancellors and run a combination of real-time property feeds on rotation, which can be updated from anywhere in the country by the team at Chancellors.



"Property management is an ever increasing competitive field. Thus companies need to look at differentiating their services from the rest. This is exactly where technology can be utilised to its full benefits and impact in a positive manner the customer journey. Signagelive enables this journey to be easily managed by allowing the right content to be sent at the right screen at the right time."

"Through the thoughtful project management and installation process of partners such as Pioneer it ensures clients such as Chancellors can be left to do what they do best - show off the latest properties without any delay."

Aferdita Qesku
Director of Sales, Signagelive