

Case Study: Clip 'n Climb

Signagelive Digital Signage Enhances the Customer Experience at Clip 'n Climb



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Clip 'n Climb is a brand new indoor climbing centre and is based in Ipswich. It is the only purpose-built centre in the UK and is the largest of all the 215 Clip 'n Climb centres in the world. It has been carefully designed to ensure that everyone can be a part of the experience and have fun!

Hughes Smart, the integrator for this project, realised immediately the potential of what could be delivered, with multiple screens dotted around in various areas being the key. Options to have multiple screens joined together in video walls, along with a method to distribute HD Content over the network of screens easily were considered.

The Opportunity

Clip 'n Climb centre uses Signagelive throughout to engage their customers. Screens in the upstairs café area are used predominantly for paid external advertising and internal advertising of their own products.

The screens downstairs are used for more functional purposes. The reception screen shows promo videos to excite everyone on arrival, the briefing room plays a safety video when activated by a trigger, and the climbing arena screen promotes customer achievements such as the fastest climbs etc.



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Key Project Requirements

The purpose of Clip 'n Climb Ipswich is to engage people with their incredible climbing facilities, so it was imperative that they had equally engaging signage and content playing throughout the centre.

Clip 'n Climb met initially with the Hughes commercial team, they explained about their partnership with Signagelive, and it seemed a natural fit for their business.

The Solution & Key Benefits

Clip 'n Climb states the best thing about Signagelive is the reliable and helpful account managers. Their favourite feature is the flexibility of being able to publish content remotely and edit playlists. Also, the 'trigger' button features were found to be very useful.

Evidence of Success

From a monetary perspective, it is too early to tell, but from an engagement perspective, Signagelive has made a huge difference to the atmosphere of the centre.

"We have been extremely impressed with the service and capabilities of Signagelive. As a brand new business, the software has given us one less thing to worry about, and it has saved us so much time."

Josh Davey
Director, Clip 'n Climb Ipswich

"After being brought on board with the project by Hughes Trade and the initial meetings with them, the client and myself on behalf of Hughes Smart, it became very clear that a signage solution in both hardware and software was going to be required. After getting in contact with Signagelive training via webinars was provided to get a clear understanding of what is possible. Excellent guidance was given throughout the project by all involved from Signagelive, ultimately providing a professional and easy to manage solution for the end user. I have since worked on other projects that have included the functionality provided by Signagelive."

Nick Cooper
Smart Technology Integrator
Hughes Smart

"When Hughes Trade first approached us with this project, I was really excited to be able to support them. This was our first opportunity with Hughes and am very pleased with the way this has been delivered. The success of this project proved how our dedicated channel approach allows us to support reseller partners and their end customers."

Warren Bremner
Business & Channel Development
Manager, Signagelive

