

## Audio Visual Machines Helps TalkTalk Communicate



### Background

TalkTalk is the broadband and home phone company launched in 2003 by The Carphone Warehouse, helping people gain access to fast broadband and excellent home phone services at a price they can easily afford. TalkTalk employs thousands of people across the UK, Ireland, South Africa & India.

### Solution

TalkTalk, needed a solution that could be used to communicate with staff and customers. Their reception area was planned to be a client facility and conference area as well as a space for staff meetings.

They needed an innovative system that is easy to use and is capable of displaying information from many different sources to accommodate the different uses of the area.

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Mark Schmid, Talk Talk's Communications Director, said "This solution is perfect for improving communications within the company as well as with visitors. Staff are kept abreast of the latest company information and customers are wowed by slick delivery of our messages and presentations."

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### Outcome

AVM designed a system using media walls installed into a reception area. The media walls display digital signage and Tiscali TV as well as being linked to PCs. They will be used to broadcast news, update staff on procedures and guidelines, show travel information and allow presentations to be given to clients. Distribution and format will be flexible and independent – one screen can show a client presentation and the others can display different information.

### Benefits

- Wow factors to customers can display digital signage, broadcast, internal messaging
- Improves staff knowledge and communication through digital signage,
- Different sources can be displayed simultaneously.