



Biolaser introduces dynamic marketing communication with WallSign

Background

Biolaser is the fastest growing company in the world of beauty center in Italy with 29 centers in constant expansion. For over 25,000 customers it is the reference point for laser hair removal and beauty care. Thanks to their operators, continuous training and innovative management systems, they are able to ensure evident and long-lasting results for all customers.

“

We found everything we needed to better manage a personalized and dynamic communication within our centers.

Francesco Nanni - CEO Biolaser

Challenge

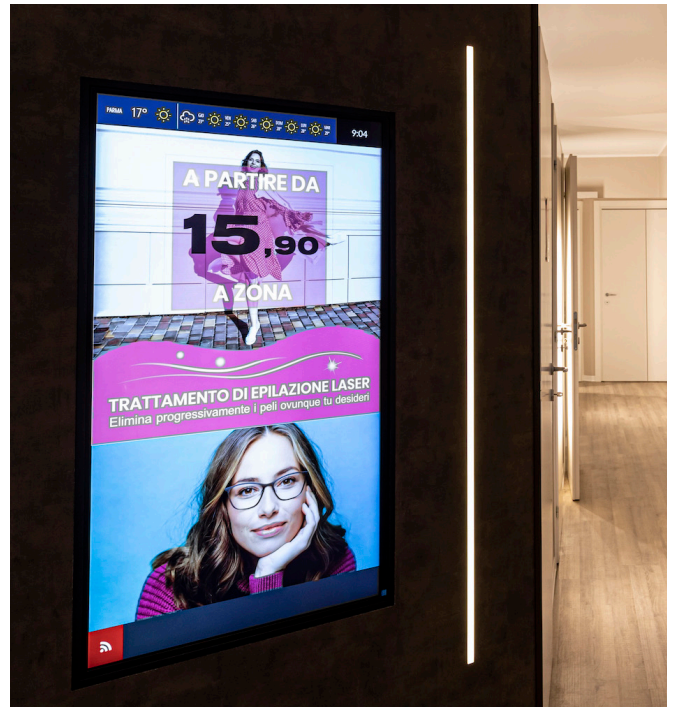
Biolaser's goal is to be the leader brand in Italy that guarantees immediate access to all laser hair removal and beauty care treatments by providing an extraordinary combination of technology, competence, results and affordable prices. The challenge for Biolaser was to find a solution designed for marketing with screens, in order to increase the annual turnover.



Solution

Each store was fitted out with a suite of topspec displays to improve communication with customers and to standardise the brand's corporate identity.

The challenge was to combine traditional video and image content with a series of information from social media and the web such as Facebook and Instagram messages, shared by customers on the profiles of the Biolaser company. In fact, WallSign offers a complete CMS capable of managing multimedia content along with news, weather, social media, youtube, streaming, rss, stock exchange and much more.



Benefits

Cost efficiency: digital signage means that content can be instantly pushed to market without printing costs or lost time in market.

Remote central updates: Biolaser can manage all the contents on the monitors remotely, associating contents, users and roles with the any store around Italy.

Social Media: Biolaser can combine traditional video and image content with social media such as Facebook and Instagram messages, shared by customers on the profiles of the Biolaser company.

Optimized workflow: the implementation was extremely simple thanks to the possibility of using the Android SOC in Philips monitors.

Fast facts



Location:

Around Italy



Project:

Digital signage for beauty center



Client:

Biolaser



Wallin SRL Via Montanara, 13 56021 Cascina (Pi) PI/CF: 02184940506

www.wallsign.eu | info@wallsign.eu