

CASE STUDY | ViewPoint CRM



THE POWER TO CONNECT

Kiosk Solutions Digital Signage Mobile Apps Remote Management

www.LivewireDigital.com

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The Client

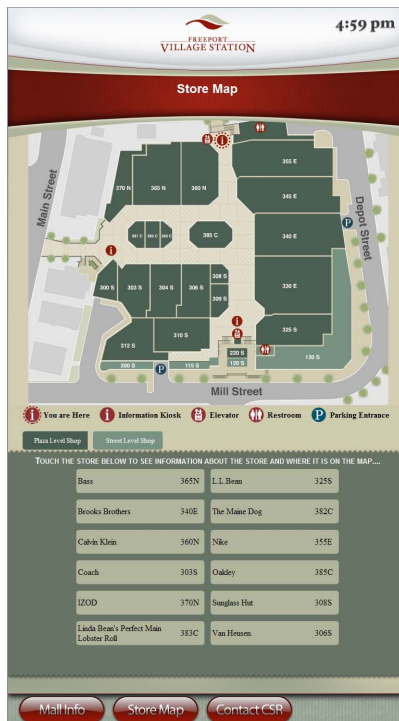
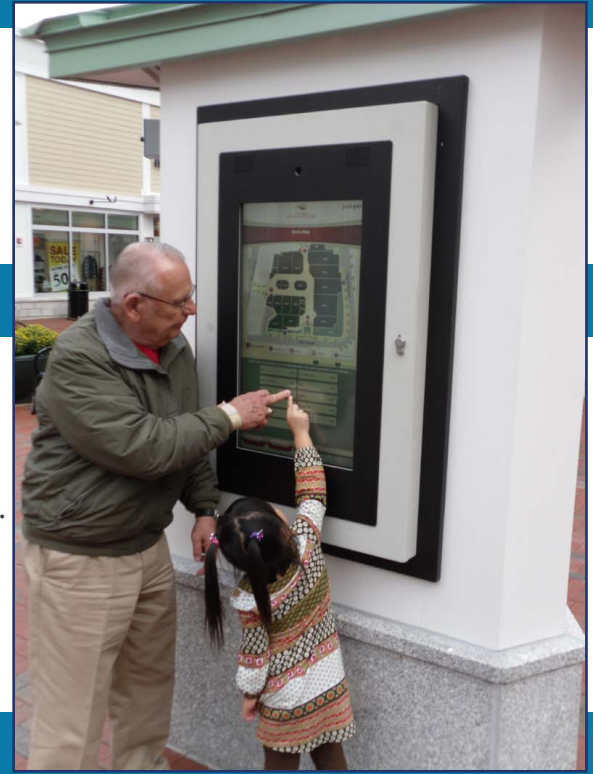
ViewPoint CRM offers state-of-the-art, 24/7/365 video monitoring services that provide improved safety and security for virtually any location. Using cutting edge video and voice technology, the monitoring center staff conducts remote patrols using onsite CCTV video surveillance in real-time.

The Challenge

As an extension of its product offerings, Viewpoint was commissioned by a mall developer to create a customer facing application that would combine a way finding directory and site map with real-time customer service. The user would need to be able to access help in finding locations, emergency assistance or additional store information. Because the mall is constructed for outside access into individual store locations, a customer service counter found at traditional indoor malls was not a practical solution. Viewpoint's desire was to make these services more readily available via outdoor, touchscreen, video enabled self-service kiosks.

The Solution

Livewire was engaged to develop a solution that integrated the Viewpoint voice-enabled camera technology with a touchscreen kiosk to provide self service functionality that would deliver improved customer service in an outdoor environment, while adding flexibility and efficiency to management of the system.



Livewire's Enterprise Server platform provided the foundation for the solution, allowing the separation of application and content management. This resulted in significant savings in time and cost of introducing new promotions while eliminating the risk and effort of monthly application updates as previously performed.

The kiosk application is based on Microsoft's .NET technology utilizing a multi-tiered architecture. The implementation uses background AJAX calls to a middleware web service that Livewire created to provide the connection to Viewpoint's backend. A video management system keeps the user interface dynamic and interactive by displaying a window with a touch button labeled 'Chat with a Live Rep Now'.

The solution is deployed on 3 of 5point's Custom outdoor kiosks throughout the property and allows visitors to view site locations and general store information. In addition, the 32" digital LCD Screen continuously displays advertising and other mall information such as special promotions, sales & mall events.

Livewire...

Software Solutions that give you the **POWER TO CONNECT.**