



STRIVE AV

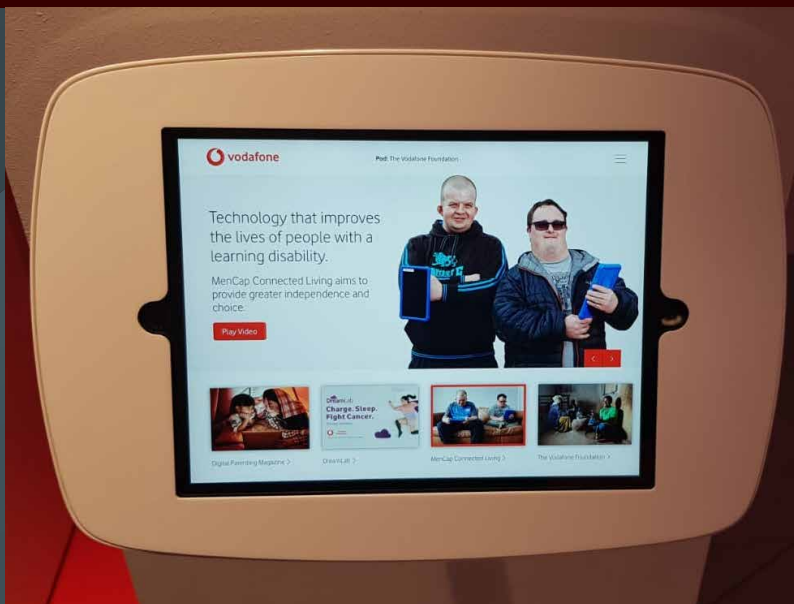
CLIENT: JPC/VODAFONE
PROJECT VALUE: £100K
SEPTEMBER 2020

IMMERSIVE CUSTOMER JOURNEY IS THE RIGHT CALL AT VODAFONE

Vodafone Head Quarters uses multiple image projection to create an immersive and engaging customer journey. The use of projection and touch technology is helping to create a customer-centric experience at Vodafone House with storytelling and personalisation at its core

Vodafone House, part of the telecoms giant's Newbury Campus, which features seven buildings including a hairdressing salon, gym, on-site GP, seven cafes and a restaurant, is the company's UK HQ and technology hub for the country.

Strategic sales and marketing agency JPC were called in initially to undertake an entire renovation of the site, centred around improving the customer journey at the HQ using flexible, innovative technology. However, budget constraints meant the initial plans had to be scaled back and, as Jemma Clark, project services director at JPC, explains: "Vodafone was keen to do as much as possible from the original vision but with a reduced budget, so it was really about how to make the most impact for as little money as possible."



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Project Brief

Despite the reduced scope of the project, the brief remained largely the same: to create a more customer-centric experience, with the flexibility to adapt to multiple use cases, while utilising innovative technology. Key to this would be creating a more personalised and immersive environment.

Clark adds: "We wanted to create a sense of theatre, so it's not just about sitting and looking at a screen and being told 'this is your presentation'. We really wanted some kind of storytelling and to make it more of an engaging experience as people move through the space from the very first touch point."

With this in mind, time was spent thinking about how people travelled through Vodafone House and identifying areas of wasted space. One clear realisation out of this was that people tended to head straight towards the screens.

The idea therefore became to add new wow factors for people so they didn't simply gravitate towards a display. This was combined with an understanding of the importance of changing people's mindsets so employees didn't simply see the new technology and carry on with business as usual, but they actually understood the value of the investment and how it could stimulate them, boost their creativity and get them excited.

This led to the creation of key areas such as the welcome area where a touch table has been installed, the tunnel where lighting, graphics and voiceover have been combined, and the main area where there are pods, complete with screens running content from iPads, and full projection along one wall, for which StriveAV suggested NEC's PA803UL projector with an NP40ZL lens.

PROJECT CHALLENGES

Vodafone wanted to pack a lot into a relatively small space, so maximising the layout while creating an intuitive flow around the building and making it dynamic became a challenge, but focusing on specific key areas achieved this.

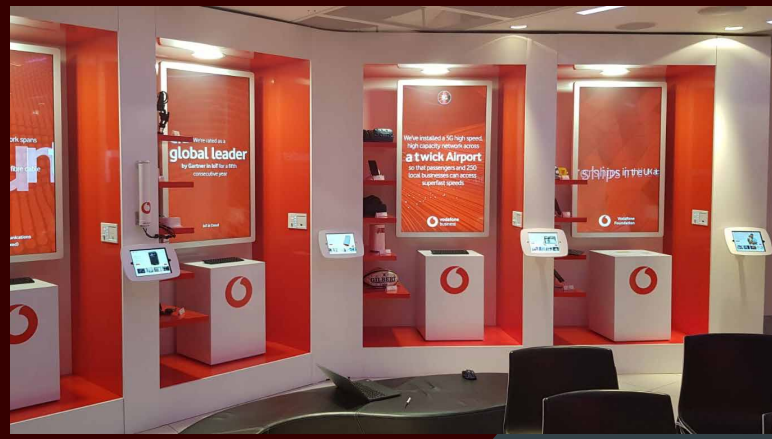
There was also a huge challenge in terms of the projection. As

Clark explains: "When we were specifying it, what the client wanted didn't seem possible. It was a real challenge to find a solution that would actually give them what they wanted, but StriveAV definitely came through with that and delivered in the end."

As in so many projects, timescales were also tight but by working together and ensuring every element of the project was detailed, documented, signed off and agreed by the client, this was managed by JPC and StriveAV.

PROJECT OUTCOME

Despite these challenges, the final result has been well received by Vodafone. Clark expands: "The pods are being used exactly as they should be, they're going down very well. The projection is also being used exactly as it should and the touch tables in the welcome lounge are being used every day, every visit. "The leadership team at Vodafone have been very complimentary, and I think it's been received very well by customers."



"StriveAV were recommended to me for an earlier project and I was really impressed with their attitude, response time and flexibility, so I thought that they would be really good partners to do other projects with. I definitely would, and I am, using them again and I thoroughly recommend them; they really go above and beyond to deliver what they say they're going to deliver."

JEMMA CLARK, PROJECT SERVICES DIRECTOR,

KIT LIST

- NEC PA803UL PROJECTOR WITH NP40ZL LENS
- TVONE CORIOMASTER C3-503 VIDEO WALL PROCESSOR CHASSIS
- 4K HDMI INPUT / OUTPUT CARDS FOR C3-503
- XT144 BRIGHTSIGN PLAYER
- EXTRON DTP HDMI 4K 230 TX / RX