TeamViewer Helps EMI Reduce Costs, Improve Customer Service and Spur New Growth
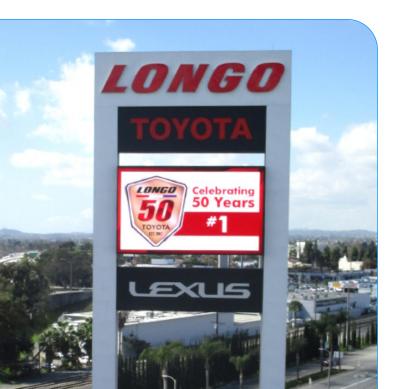
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Initial Situation

Electra-Media, Inc. (EMI) is a custom digital outdoor advertising display firm that designs and creates spectacular outdoor digital signs for major brands and venues across the United States. Based in Los Angeles, EMI works with clients to develop unique dynamic digital campaigns viewed daily by hundreds of thousands of people. The company operates displays at high-profile places such as Crypto.com Arena (formerly the Staples Center), Dignity Health Sports Park, the historic LA Coliseum, and Banc of California Stadium, and manages the digital outdoor signs for national businesses such as AutoNation, Sonic Automotive, Lithia Automotive Group and more.

EMI has built a reputation of a standard of excellence, top quality service, and creative digital display campaigns that have served as invaluable promotional vehicles for high-profile clients.

Technological Challenges

Each sign has its own proprietary processor and configurations that allow it to operate and receive content updates. For years, EMI relied on mobile technicians who would physically visit each sign to make repairs and resolve communication issues that would prevent EMI content managers and software programmers from sending advertising changes to the signs. Executing these changes effectively and efficiently is critical to ensure EMI meets the contractual obligations of its clients and quickly adjusts to changing conditions.

Excessive on-site software troubleshooting of these digital displays with technicians was slow, time-consuming, expensive, and resulted in unacceptable signage down time and hampered company growth plans. EMI found its staff spending too much time dispatching technicians and managing software repair work that technicians weren't necessary for, which was impacting their ability to provide their promise of industry renown top tier customer support.

TeamViewer's Remote Access and Support Solution

EMI uses TeamViewer's remote access and support solution to connect to and manage their digital signs and advertisements. Team members can safely access each sign and troubleshoot issues from anywhere, at any time, allowing employees to manage content and maintenance requests and conduct software coding from the office or home, during a weekend or holiday, or while working through a pandemic. EMI can also log into a sign at a moment's notice and receive analytics, providing customers with specifics on the sign's performance for each campaign with complete accuracy in real time. EMI employees are now better able to manage resources and focus time on creating revenue driving campaigns, collaborating with clients, and facilitating new business as opposed to coordinating software maintenance.

Remote into the displays to conduct wellness checks on a sign's software and remedy coding issues, front-end and back-end programming issues, and more.

Remotely file transfer new content and schedules for each individual sign to ensure the quickest turnaround time for out-of-home advertising in the sign industry.

Remotely troubleshoot and repair visual issues on the sign immediately, eliminating the downtime that comes with coordinating and dispatching a technician to the sign location.

Results

EMI customers pay a monthly subscription for programming and maintenance services to ensure their signs operate to their maximum potential. As an example of the return-on-investment the TeamViewer solution delivers to EMI, consider the following scenario:

An EMI client reports a software issue with their sign that needs to be resolved fast. Without TeamViewer, EMI would have to dispatch a technician to travel on-site to fix the problem with an average of four hours labor plus up to five hours of travel time and fuel. EMI would be looking at a high 4-figure cost per issue which would not be covered by the customer monthly subscription services. With instances like this happening at least twice a week, TeamViewer has saved EMI on average over five figures a month, or, more than six figures a year by being able to immediately and remotely troubleshoot and repair an issue. EMI has then been able to maximize their technician fleet to focus on the important hardware issues that require their expert maintenance.

Moreover, EMI was able to restructure its operations to create teams that can work remotely, and the company has expanded its business to other areas of the country. In just the last few years, EMI has established a presence in New Jersey, Minnesota, Georgia, and more, with plans for additional states in the upcoming year.

About EMI

For almost 40 years, EMI has been industry renowned for its ability to create the largest and most iconic freestanding outdoor digital displays with the best quality products that stand the test of time and operate for decades.

EMI has cultivated a standard of excellence and a team of experts that work together to ensure the highest quality customer experience and end result. EMI assists clients through every step of the sign purchase process without the bias of a manufacturer and with a specialization in designing for impact, facilitation of entitlements and permits, management of the fabrication and installation of the project, and maintenance of the signs thereafter with custom content programming.

About TeamViewer

As a leading global technology company, TeamViewer offers a secure remote connectivity platform to access, control, manage, monitor, and support any device — across platforms — from anywhere.

With more than 600,000 customers, TeamViewer is free for private, non-commercial use and has been installed on more than 2.5 billion devices. TeamViewer continuously innovates in the fields of Remote Connectivity, Augmented Reality, Internet of Things, and Digital Customer Engagement, enabling companies from all industries to digitally transform their business-critical processes through seamless connectivity.

Founded in 2005, and headquartered in Göppingen, Germany, TeamViewer is a publicly held company with approximately 1,400 global employees. TeamViewer AG (TMV) is listed at Frankfurt Stock Exchange and belongs to the MDAX.
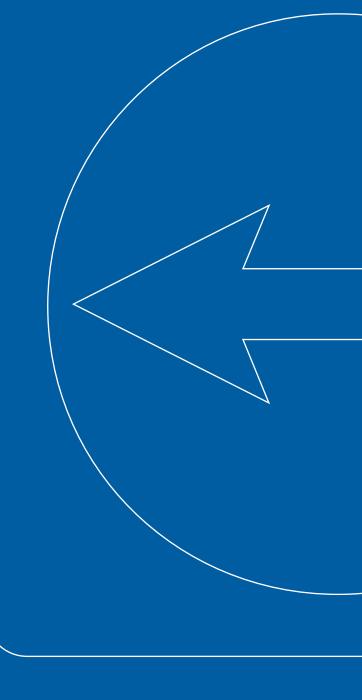
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