Nomination: 18146

SignManager: SignManager makes signs easy!

Page: General Information

Name of Organization / Company

SignManager

Logo

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R4I6qcgE?SignManager_LogoFull%20copy.jpg)

Web Site Address

https://www.signmanager.com.au/ (https://www.signmanager.com.au/)

Page: Entry Information

Entry Title

SignManager: SignManager makes signs easy!

Category

B01 - B12 - Award for Excellence in Corporate Innovation > B01B. Award for Excellence in Innovation in Business Product & Service Industries -
Up to 100 Employees

Submission Format

An Essay of up to 625 Words

Essay

Customer Service

The signage industry encompasses thousands of manufacturing businesses. What makes SignManager unique and innovative is that we don't manufacture signs. Instead, we are a service business designed to cut through the complexity of designing, creating, installing and maintaining signage with a rigorous focus on protecting and managing clients' brands.

At its core, SignManager manages and implements seamless, cost-effective and time-efficient signage projects for our customers. As the expert middleman in the process, SignManager interfaces with Brand Managers, Facilities Managers, Property Managers and a national network of 3000+ independent signage contractors, manufacturers and installers to implement complex signage and physical brand asset projects end-to-end.

In 2023, we are now servicing 50+ clients/large corporates and managing 400,000 signage assets across more than 150,000 sites. Growing demand has seen our expansion beyond Australia into NZ and the U.S., achieving, on average, a 30% reduction in branded asset procurement costs for our clients and a 75% reduction in internal resources managing signage processes.

Information Technology

In a notable industry innovation, SignManager keeps our clients at the forefront of technological advancements. By publishing contextual, high-quality virtual images on Google Maps showing the store and signage in relation to the environment and surroundings, we help the customer easily locate their destination in the physical world.

When interacting with a brand today, the customer may start in the virtual world (e.g., see an ad, click through to a brand's website, and then visit Google Maps to locate a store) and end in the physical world (e.g., in-store). The bridge between these two worlds is often neglected. As a result, the customer journey from the online world to the physical world is rarely seamless, which can disrupt the path to purchase.
By uploading contextual imagery and on-brand virtual signage to clients' Google Profiles (Google Maps/Google My Business), SignManager has identified a unique opportunity to take customers on a journey that seamlessly crosses from the physical world to the online world (and multiple touchpoints in between). High-resolution, contextual imagery creates associations between environments and landmarks and helps customers find their way while enhancing the overall brand experience.

SignManager is unique because they have the knowledge, experience, resources and data to connect these two market segments, making it easier for clients to achieve consistency across physical and digital channels.

Organisational Management

For this initiative, SignManager created a two-person cross-functional team. Director Dan McHugh and Marketing Manager Reilly McHugh are managing this initiative using three primary organisational resources:

1.SignManager's Proprietary sign management software, Signifi

2.Google Profiles, including Google Maps and Google My Business profiles

3.Contractor Network - The team briefs local contractors on the types of photos required to successfully connect the virtual and physical brand experience

Our monitoring plan involves the following:

+Regularly reviewing profile views to measure success on the test Google Profiles

+Recording views of virtual signage on Google Maps/Google My Business platforms

+Keeping in contact with the client to track other success metrics, such as increased foot traffic or sales at the locations

+A/B testing contextual imagery/virtual signage

+Collecting data on technological updates and improvements within the platforms and integrating learnings into processes

+Weekly team check-ins to discuss the success and validity of the initiative

The initial test project, completed on behalf of Australia Post (a client since 1999), has already proved the success of the initiative, [REDACTED FOR PUBLICATION] substantially increasing foot traffic, and recording a 10% increase in revenue, immediately after SignManager uploaded contextual imagery and virtual signage.

To date, SignManager has uploaded 2000+ photos on behalf of 20 clients, generating over 58 million impressions. Embracing and implementing such innovations contributes to SignManager's exceptional customer service, outstanding industry reputation and continued growth potential both onshore and internationally.

For this category please provide

An essay of up to 625 words describing the nominated organization's innovative achievements since July 1 2021, **OR** a video of up to five (5) minutes in length illustrating the same. Describe the organization's innovative achievements in at least three (3) of the following areas: organizational management, corporate social responsibility, financial management, corporate communications, customer service, human resources and employee development, information technology, marketing, product design & development, and research & development.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

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