

## Hughes Waiting Room TV™

The time customers wait while a service is being performed is time that they may feel is wasted and they would probably rather be doing something else. But as an innovative service provider, you can turn this around and use it as an opportunity to transform this wasted time into productive time—to expand business, increase profitability, and actually make the wait time enjoyable for your customers.

### Designed for your business

Hughes Waiting Room TV is a solution tailored to your business needs that provides customer-facing messaging alongside live broadcast TV in your lobby, waiting area, cafeteria, or wherever your customers congregate. It includes all the hardware, cabling, and installation necessary to distribute the content within each site and across all your store locations.

### The power of video to influence

Hughes Waiting Room TV allows you to share information about products and services that your customers may not know. It provides information that will educate your customers on the service currently being performed. It allows businesses to share suggestions on how to enhance the current service with additional products and offerings, or further explain how these services are performed, what they do, and why they are important.

With Hughes Waiting Room TV, you can implement a customer communication service directly in the waiting room. It will allow you to convey customized messages and important information to your customers while they are watching television.

The result is a dramatic decrease in perceived wait time, an increase in up-sell opportunities, and more satisfied customers.



### Solution includes:

- 🌐 Hughes Media Player and screen or
- 🌐 SmartTV digital signage screen
- 🌐 Content hosting and distribution
- 🌐 High-definition display
- 🌐 Professional installation
- 🌐 Field maintenance options
- 🌐 Support options

**HughesON**™

*HughesON is a suite of innovative, Cloud-ready network and digital media solutions designed for the unique needs of distributed enterprises in industries such as retail, hospitality, and retail petroleum.*

### Return on investment

With a digital communication solution, you can offer unique benefits to those onsite customers who are willing to engage with you. Reward the customer for being loyal to your business. Cross-selling with discounts is a very common retail trend.

In this digital age, you have the added ability to capture additional customer information, e.g., “text the word ‘Discount’ to 555-1212 and get 10% off an additional service.” This will give you access to the customer and open up new doors for communication. Plus it potentially up-sells on an additional service today. Texting, QR codes, or simply “mention this ad” are all great ways to engage the customer and track the effectiveness of your digital infotainment solution.



### Summary

Hughes Waiting Room TV offers live broadcast TV as well as tailored local site information via an integrated video communications system, which is designed to decrease your customer’s perceived wait time while simultaneously providing information through a system that already has their attention.

-  Make your customer’s wait an enjoyable experience with customized programming
-  Engage and inform your customers with dynamic lifestyle video and graphics
-  Keep customers more informed and satisfied
-  Reap the benefits of loyalty, increased revenues, and increased profitability



For additional information, please call 1-888-440-7126 or visit [hughes.com/signage](http://hughes.com/signage).



11717 Exploration Lane Germantown, MD 20876 USA  
[hughes.com/signage](http://hughes.com/signage)

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