



Waiting rooms are a common experience in our service-driven society. We spend minutes, if not hours, in these cozy confines everywhere from automotive service shops and dealerships, to hospitals and clinics. What we experience in these rooms can define our overall feeling about the business and determine if we are return customers or find a new option.

These areas are often a missed opportunity – to inform, educate and build relationships with your customers, rather than providing materials (magazines, TVs tuned to random stations) to distract them from the time that is passing. That’s where Spectrio enters the picture.

One of the nation’s leading end to end technology-enabled audio and video marketing companies, Spectrio provides professional content and managed services for Digital Signage as well as audio solutions. Their clients span the spectrum of services companies, and they have become experts at creating custom digital signage programs that educate, engage and entertain patrons. Beyond just keeping people entertained while they wait, Spectrio helps their clients to achieve goals by turning television screens into custom branded information portals.

Drawing eyes to a screen in a waiting room is not the challenge – holding the attention is. And that’s where the WovenContent solution from Wovenmedia enters the picture.

“We need very diverse content to create the best playlists for our customers,” explained Brittny Baldwin, senior video writing specialist at Spectrio. “We are in pediatric clinics, men’s clinics, automotive dealerships, service shops, and restaurants, and each of those locations needs content that is friendly and engaging.”

Content used includes cooking, entertainment, talk shows, nature, outdoor sports, and more.

To achieve this, the team at Spectrio creates six unique genres of playlists from which their clients can choose, with topics including cooking, entertainment, talk shows, nature, outdoor sports, and more. Once a client chooses a genre, Spectrio video specialists will work with them to create custom promotions that are integrated within the playlist.

For the video specialists, having a content portfolio that is robust, diverse, and easy to use is critical to the success of their playlists.

“I check the WovenContent portal every day, because it’s fun to watch the new videos when they come in,” said Baldwin. “I like that it’s easy to see when there is new content, that it’s super quick and easy to download new videos, and that the portal is so easy to use.”

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– *Brittney Baldwin, senior video writing specialist at Spectrio*



As Wovenmedia has added new features to WovenContent, such as detailed reporting tools, Baldwin has found the team to be extremely helpful and responsive. “They are very easy to get a hold of and willing to answer all of my questions. But for the most part, the portal is intuitive and I am able to teach myself what I need to know.”

“For nearly five years,” added Spectrio CEO Aaron Kleinhandler, “we have relied on Wovenmedia to provide quality content in a simple platform. WovenContent has rapidly become integral to our commitment to customer engagement and experience.”

