



Digital Signage Solutions

A Case Study For CPASE Health Club

LED VIDEO WALLS - DIGITAL SIGNAGE - AUDIO SYSTEMS

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The Client - CPASE Health Club

CPASE is an exclusive members-only luxury health club and gym set in the heart of Cheshire. The gym is a brand-child of fitness entrepreneur Clare Stobart, who researched the world's best gyms and headed to the biggest fitness conventions to ensure that her CPASE gym would be a market leader.

57% of organisations have reported that digital signage has helped them improve their customer service.

The Challenge

CPASE is a fresh, premium health club located in Cheshire. The CPASE team was looking to upgrade, aspiring to create a luxurious space for their customers through the use of the latest technology to reflect their prestigious aesthetic.

The team at CPASE wanted a way to control all their digital content from a singular place, making it easy and quick for them to update with offers, products, and other information. They needed an easy way to instantly update all their advertising while creating eye-catching content in line with their branding and project goals. They also wanted to include audio throughout the site, with the capability to change the volume and content remotely.

The Solution

Our team of audio-visual experts visited the site to look at the plans for the space. We came up with a plan to install a full audio-visual solution throughout the health club. An LED video wall in the main gym was installed, a 16-screen video wall in the spin room, and numerous commercial screens in the exercise rooms, restaurant, breakout area, changing rooms, and meeting space. We also installed a full audio system throughout the site.

We created bespoke digital signage for the client. This signage shows gym news and information, live weather, news information, and a live Sky TV stream. The client can update this content via the use of our own content management system on a tablet. All audio and display content is controlled by this tablet.

The health club is split into zones on the CMS, so that the client has full control of what content is playing in each room at any time. Due to the flexibility offered by the CMS, the client now has total control over all displays and audio in every zone, including volume. We collaborated closely with a variety of trades to finish this custom project and provide the client exactly what they requested in terms of appearance and practicality.



The Results

CPASE now has a comprehensive, bespoke AV system in place. By simply clicking on a button, they can manage all digital content, which lowers the expense of printing posters. Additionally, they can instantly alter the content, which gives them the freedom to swiftly adjust to their specific needs.

The incorporation of audio-visual (AV) technology into the health club effortlessly complements its high-end aesthetic, introducing a captivating upgrade that leaves a lasting impression on customers. This solution represents a significant upgrade for CPASE, providing the flexibility necessary for their new business venture. This adaptability empowers CPASE to upgrade their services in response to the dynamic needs and preferences of their customers, ultimately elevating the overall customer experience through a more personalised and responsive approach.

The Conclusion

In conclusion, the successful implementation of our comprehensive audio-visual solution at CPASE has not only addressed the initial challenge of upgrading their health club but has also elevated the customer experience to new heights. The bespoke AV system now allows CPASE to effortlessly manage all digital content, providing a dynamic platform for updating offers, products, and information in real-time, thus reducing the reliance on traditional poster printing and enabling swift adjustments to meet specific needs.

This solution not only enhances the aesthetic appeal of CPASE but also positions them as a technologically advanced health club, ready to meet the evolving needs and preferences of their clients. The successful collaboration with various trades to achieve both appearance and practicality showcases our commitment to delivering a custom solution that precisely meets the client's requirements. In essence, the outcome of this project not only signifies a significant upgrade for CPASE but also sets the stage for a more personalised, responsive, and dynamic customer experience in their new business venture.

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