



How Raydiant Helps Businesses Spread Important Public Messages



Show That Safety is Your #1 Concern

A clean environment is indicative of a well-run business, and customers know it. Especially this is true in the current climate of COVID-19, where cleaning could be lifesaving. But even in the day-to-day, studies show that **failure to keep your place clean means lost revenue**. Use Raydiant digital signs to reassure your customers that you are keeping your place clean for their health and the health of your employees. Post your cleaning and disinfecting practices, like using **virus-killing disinfectants**, offering hand sanitizer to guests, wiping down common areas frequently, and following proper **food handling safety protocols**.



Post Sickness and Accident Prevention Tips

Whether it's simple hygiene reminders like washing hands or OSHA-level safety precautions, display important safety precautions on large in-store screens. Some messages could include sickness prevention tips, like keeping a distance of at least 6' from others, staying home when sick, and coughing into your elbow. Another way to use digital signs for your business is for workplace safety. **Businesses spend an estimated \$1 billion each week** in worker's compensation due to workplace accidents. Prevent more accidents by making highly visible digital signs to display important safety messages like slip and fall prevention, high voltage areas, do not enter signs, and PPE reminders.



Display Real-Time News and Public Health Info

Things change by the minute in this world, and people want to stay informed with the latest news and most up-to-date information. Studies show that **digital signage has an 83% recall rate**, and Raydiant digital signage is a great vehicle for displaying public health directives, live news feeds, and market updates in places of business. During the COVID-19 pandemic, you can post digital public health reminders from organizations like the Center for Disease Control and Prevention (CDC) and the World Health Organization (WHO). You can also use Raydiant's News app to show live headlines from top news organizations like BBC and CNN.



Train Staff for Proper Customer Care

Raydiant's BlueJeans video conferencing app lets you train staff in any location—and from any location. Statistically, **94% of businesses** state that video conferencing increased productivity. Need to share with your team proper cleaning and disinfecting techniques, direct them on how to answer customer questions, or give them a much-needed morale boost? Do it all virtually! With BlueJeans, you can easily share your screen with your team, when you want to share important documents, presentations, and videos. You can also record the audio and video of your meeting and share it afterwards with team members who were absent, or as a post-meeting reminder of what was discussed.



Stay Connected Virtually

With **4.7 million people working remotely** in the US alone—and millions more during the COVID-19 pandemic—it's more important than ever to stay connected. Raydiant's Virtual Room lets you connect with team members and customers via a virtual workspace that allows you to hold meetings, conduct training sessions, manage remote teams, and enjoy virtual parties all from your home, office, business, or anywhere you have internet access and a TV screen. Teachers can use the Virtual Room as a virtual classroom, doctors can use it for telemedicine, and business owners can use it to lead their teams in different geographic locations. Video conferencing has been proven to **save businesses thousands of dollars**, improve communication, and boost productivity significantly.

Let Raydiant help you get ready for the post-lockdown customer surge with our versatile, reliable digital signage. Try Raydiant, risk-free today at www.raydiant.com