

# Case Study: D&K Truck Company

## Summary

- D&K Truck Co. wanted an engaging medium for employee communications and eye-catching content to attract customers.
- The screens display event listings, sales promotions, reminders, and monthly flyers.
- The project included five Chromeboxes, Mvix content management software (CMS), and Implementation services.
- D&K Truck Co. noted increased employee and customer engagement while modernizing their facility.

## Introduction

D&K Truck Co., a Freightliner dealership in Lansing, Michigan, has implemented a digital signage network powered by the [Mvix platform](#).

The digital signs improve communication internally as well as externally, by showcasing and reinforcing important information like safe driving tips for truckers and monthly flyers.

## | D&K Truck Co.

**“Our business is to keep your business on the move!”**

Founded in 1948, D&K Truck Co. is a full-service Freightliner, Western Star, and Isuzu dealership. Completely employee-owned, D&K Truck Co. offers a complete solution for all types of commercial trucks and RV's, including sales, parts, and services.

D&K Truck Co. has a long history in the heavy truck industry. In 1948, they sold Reo, White and Auto Car, and following business acquisitions at the corporate level, they became a Freightliner Dealer in 1977. In 2013, they became a Western Star dealer.

Today, D&K Truck Co. takes great pride in their robust team of professionals. By exceeding customer expectations and continuous improvement, they are able to keep trucks on the move.



## | The Challenge

D&K Truck Co. wanted to improve business health overall, both internally and externally. They had goals of improving employee communications within their facility, capturing the attention of customers and modernizing their facility.

D&K Truck Co. gets a lot of foot traffic at any given day. They get a lot of truck drivers and customers who come in to buy parts, get service done, or purchase a new truck. D&K knew that this was a prime opportunity to communicate and showcase their business in a compelling way.

There was a need to dynamically display their products while improving customer satisfaction.

The communications team started out with static flyers and ads, but they lacked visual appeal and the audience reach was limited.



The posters were also not dynamic or animated, which failed to capture the attention of truckers. Along with lacking visual appeal, static assets were also time-consuming and costly to create.

One of D&K's goals is to continue to grow and modernize their communication methods. Digital signage was pivotal in achieving such growth and improvement.

*"Our work must be done with our customers in mind - providing the best product and best services gives our customers the best experiences! With happy customers comes growth, improved facilities, and continuing education for our employees, thus leading us down the road of excellence."*

*- Nikki Meyers, Continuous Improvement Coordinator at D&K Truck Co.*

### *What needed to be done:*

- *Improve communication across the office*
- *Update static ads to digital in order to showcase more and dynamic messaging*
- *Display service specials and highlight new technology*
- *Provide eye-catching safety driving tips for truckers*

## | The Solution:

D&K Truck Co. implemented a network of five digital signage displays powered by the [Mvix Digital Signage Platform](#).

“Exceeding our customer's expectations and continuous improvement is essential to our success!”

The digital signage displays were strategically placed in the lobby, conference room, service department, parts department, and the president's office.



The Mvix solution offered a robust platform for D&K to create and upload content remotely.

The Mvix software supports unlimited users and remote access, allowing content creators and managers to access the software from anywhere. This meant that the screens could be updated on the go to display the most up to date information.

The platform also provided advanced content scheduling. This meant that D&K could schedule event listings, sales promotions, reminders, and monthly flyers ahead of time. The scheduling can be customized to show different content for different times of the day and different days of the week. This made it easy for D&K to stay on top of all their announcements and communications and tailor it to the correct target.

Mvix's content-rich digital signage software includes over 200 content apps and data integrations, giving D&K a library of content to choose from. They now have the ability to easily upload, update, and manage ads in addition to videos, scrolling text, weather, time & date, and event listings.

## Components used:

- *Content management software - XhibitSignage*
- *Chromebox media players*
- *Content integrations - event listings, photo slideshows, video, scrolling text, time, weather*
- *Professional services - education & training, implementation assistance*

## | The Results

**The digital signage network helped D&K Truck Co. improve employee communication, viewer attention, and customer satisfaction.**

As a result of the digital signage network, D&K Truck Co. saw a boost in viewer attention. Customers made comments about the signage, praising the visually appealing and yet informative messaging that was placed throughout the office.

Implementing a digital signage network also helped to create a modern and tech-savvy atmosphere, which is not as common in the traditional trucking industry.

Historically, this industry uses static imagery to promote products and communication. However, digital signage transformed these outdated practices, helping D&K gain a competitive advantage in their industry.

D&K employees also noted how pleasant it is to have a digital signage network. D&K saw an "uptick in everything" - this included retention of current promotions, HR communications, company news, attendance to company events.

This was as a result of being able to display hiring memos, specials and event listings on the screens.

Another advantage of implementing digital signage is the flexibility of updating content. Managers can make real-time updates via the cloud-based software and have it automatically start playing on the screens, eliminating the need for manual content updating.

This meant that employees had the most up to date information, and are able to reinforce company messaging. The corporate strategy and employee engagement was more cohesive.



Overall, the Mvix content-rich digital signage software was a great addition to the D&K Truck Co. office. It helped modernize their facility, improve communication with employees and boost customer satisfaction with eye-catching content.



***"I have had customers call the dealership just to ask about the digital signage and how they can get the product for their business."***

***Nikki Meyers, Continuous Improvement Coordinator at D&K Truck Co.***

# About the Companies



## About Mvix

At Mvix, our love for technology drives who we are and what we do. For over a decade, we have been a leading provider of content-rich digital signage software solutions that connect brands with people.

To date, our platform, [XhibitSignage](#), powers over 50,000 active screens for clients including Virginia Tech, NASA, Sodexo, Discovery Channel, Nike and the University of Washington in a variety of applications that include employee communication, wayfinding, emergency messaging and customer communications

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## About D&K Truck Co.

Freightliner and Western Star dealership established in 1948, [D&K Truck Company](#) is here for all of your heavy truck and trailer needs. From truck sales, truck parts or your truck service, we are your complete solution, for all types of on-highway commercial trucks and RV's. From PM's to complete engine overhauls we have a team of professionals that will keep you on the move.