The State of Digital Signage

2023-2024

Original research commissioned and presented by ScreenCloud and Google ChromeOS

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The potential of digital signage to drive workforce engagement, productivity, and connectivity has never been greater.

As economic pressures reshape how organizations operate, the need to effectively reach and empower deskless workers grows increasingly urgent.

This research, commissioned and developed by ScreenCloud and Google ChromeOS, answers that call by providing definitive insights for companies to optimize their signage strategies.

Backed by an extensive analysis of usage trends across industries, the report taps straight into the perspective of both decision makers and the employees their actions influence.

It paints a comprehensive picture of how modern organizations leverage displays to achieve key outcomes. Readers can gain accessible insight around optimal screen placements, project governance, and change management best practices for driving adoption at scale.

Most importantly, we move beyond understanding into recommendations. You'll find concrete information tailored to IT buyers and deskless end-users alike for getting the most value from digital signage.

The research thoroughly covers open questions around driving productivity, engagement and more so leaders can confidently invest in their workforces. At ScreenCloud, our mission is to pioneer the future of visual employee communications.

We believe this report marks a milestone in empowering organizations and their deskless teams by revealing the true potential of signage. I hope the findings guide you towards more informed decision-making and more productive engagement with both digital signage technology as well as the wider industry.

Key Findings

This survey simultaneously polled both decision-makers and employees from larger (1000+ employees) manufacturing, logistics, transportation and supply chain organizations – industries with largely deskless workforces.

The 2,400 total respondents were equally split between these sectors as well as between decision-makers and employees.

While chapters detail various specifics around digital signage, their fundamental usage, implementation, process ownership, and more, early takeaways can be categorized as the good, the bad and the ugly.

> **This research underscores the immense potential of digital signage to bridge communication gaps, improve productivity, and enhance the overall well-being of deskless workers.**
>
> In today's world it's imperative that every worker, from head office to plant floor, has the right information at the right time to perform in their roles.
>
> For organizations that want to better connect with their employees and unlock the full potential of their workforce, they should consider the importance of communication channels, as well as how that information is formatted, designed, and shared.

Filipe Ho
Global Strategic Partnerships Lead, Google

The Good

Generally, when properly implemented, the consensus is clear - digital signage works. The technology is liked by both deskless employees and decision-makers alike, boosting productivity, engagement, data accessibility and more across diverse companies. In short, the products elicit the desired impacts.
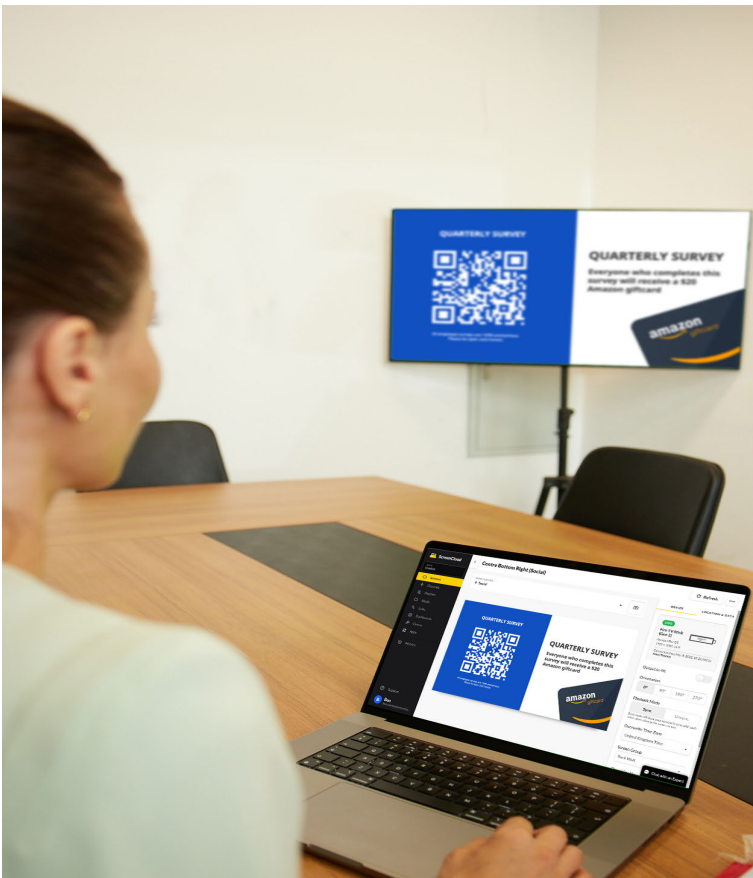
84% of decision-makers stated the screens positively engage staff, with 43% citing a significant uplift

79% of all respondents said their perception of workplace screens was positive

61% of employees feel the communications foster greater business alignment

59% of workers said the information shared on workplace screens helps them become more productive

The Bad

Alarmingly, practically every company using digital signage has faced cultural, technical and vendor issues during rollout and throughout continuous usage. Businesses overwhelmingly feel they lack adequate support from vendors when implementing the technology.

This clearly signals an industry maturation need - ensuring businesses have access to the necessary expertise and guidance to assist them in leveraging the full potential of the technology in order to achieve business objectives.

However, the trajectory is positive. Vendors recognize these challenges and are already working to simplify processes moving forward.

Despite troubles, IT continues adopting signage while staff and leadership remain fond of the technology's promise. There are fixable problems, and progress is happening.

Related to that, all decision-makers encountered at least one technical difficulty, whether remote management, scalability, network connectivity, integration with other systems or otherwise.
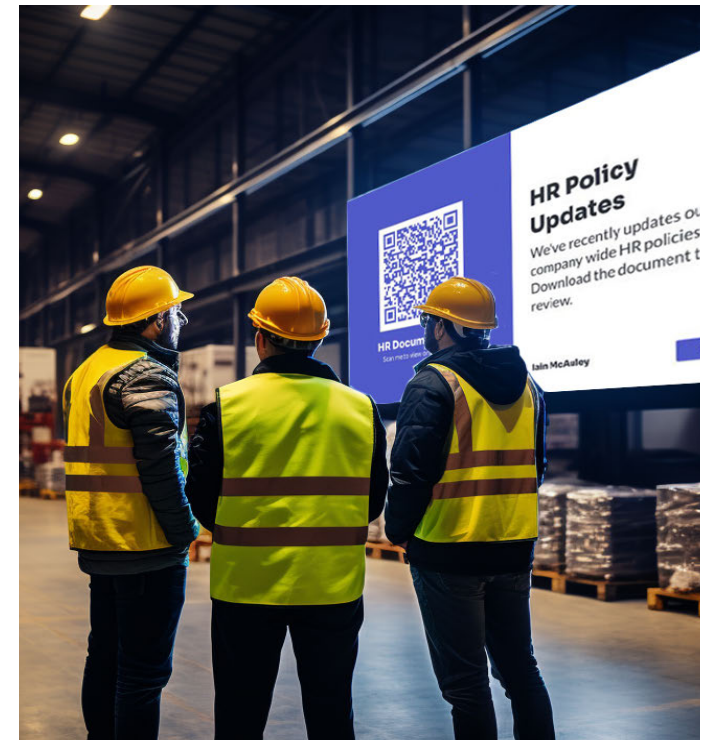
100% of companies faced cultural, technical and vendor problems with their signage strategy.

86% claim to have an implementation process, yet 41% of decision–makers don't actually know what it is

42% wanted more vendor support time, 40% took issue with limited consultation around implementation

The Ugly

Several troubling cultural elements must still be overcome for digital signage's success to fully take hold. A concerning portion of decision-makers with existing signage lack processes to guide implementation or don't understand their own workflows. This suggests deployments can happen haphazardly, unable to drive outcomes.

More worrying are the employee-level cultural challenges. While **six in ten workers responded positively to digital signage** across several metrics like data literacy, productivity and engagement, the other **40% seem harder to win over**.

Organizations seeking better employee engagement via signage face significant adoption barriers if there are sizeable employee segments resistant to the technology's rollout. Shifting long-held opinions can take time and effort.

However, by identifying barriers and engaging with experts, tailored strategies can be developed to counter cultural opposition through enhanced change management. This facilitates broader adoption by addressing disconnects between end-users and technology, and empowers them to advance progress against goals around productivity.

What decision–makers say

24% of decision makers pointed to preferences for other communication channels like WhatsApp, which has risks of misinformation and miscommunication

24% cited change resistance and privacy concerns

23% highlighted change adaptation troubles, training deficiencies and uncertainty around content

100% of companies faced cultural difficulties adopting digital signage, per decision makers

41% of decision makers said they have screen number/location processes for maximum impact but struggled to articulate them

24% for each of the top challenges: preferences for email/notice boards, privacy issues, and resistance to change

14% admitted having no process at all, despite using the tech already

Understanding the Status Quo

Screen use, headline issues, content, communication styles and their effectiveness.

This chapter aims to better understand how organizations and their employees use and interact with digital signage.

That is, how many screens are being used and in what proportion of facilities, where precisely those screens are, what use cases they are applied to, and what type of content is communicated to improve business outcomes.

Often, in newer facilities, screens are an expectation rather than a requirement in the designing and building stage, regardless of intentions to utilize them to bolster productivity or improve employee job satisfaction.
As a result, customers may not fully recognize whether it is their business decisions that are driving screen placement and usage, or if, in fact, pre-existing screen placements are limiting their decision-making abilities.

Experts know the benefits the technology brings for solving business issues, but is that translating to a strategic approach from customers?
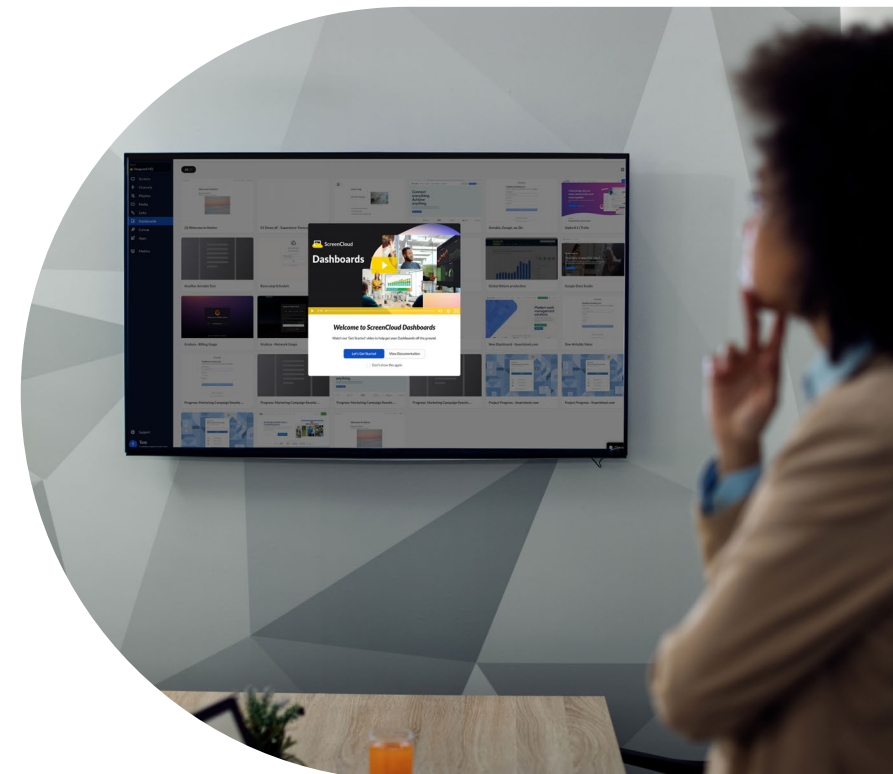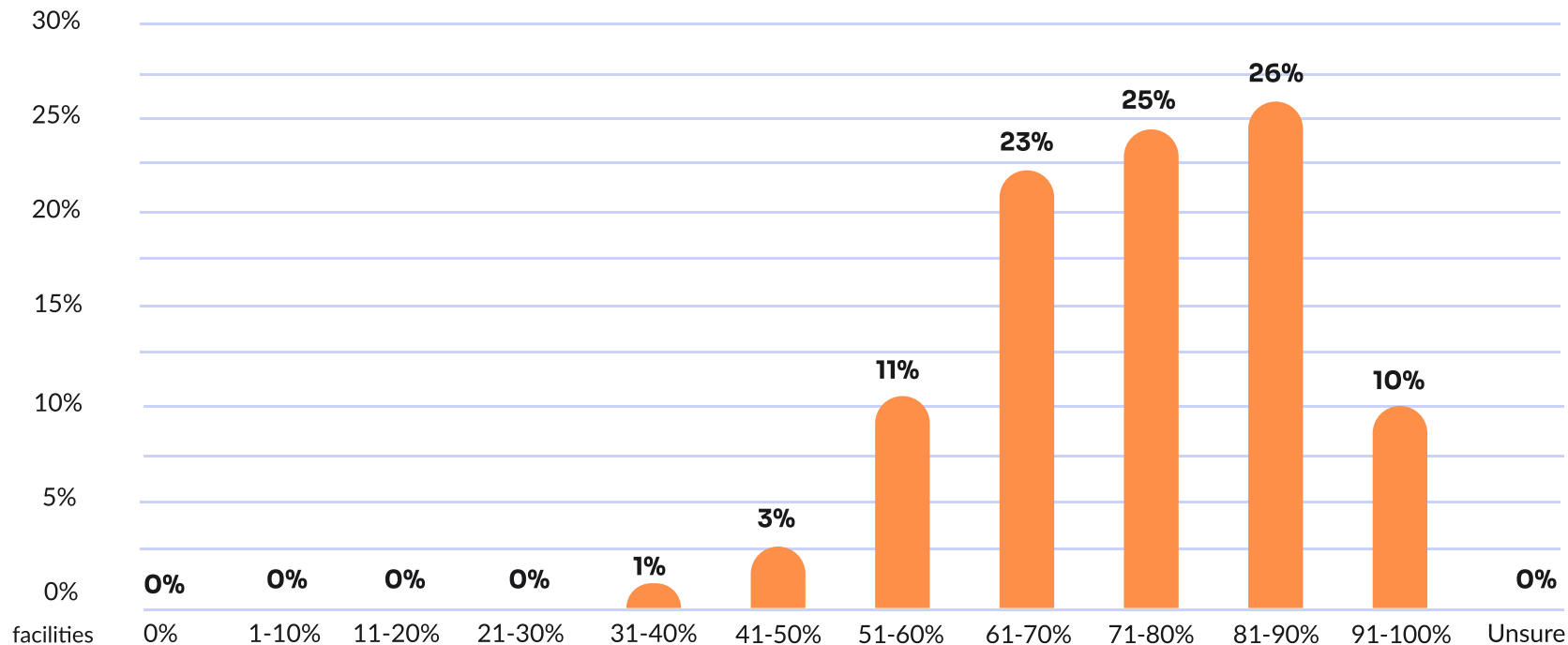
Keeping in mind the size of organizations that the respondents manage in each location, **screens are ubiquitous in deskless industries**.

Organizations appear to be implementing screens across most of the operational sites (96%) in the majority of cases. In fact, around a quarter of organizations have screens at 81-90% of facilities (26%), 71-80% of facilities (25%), and 61-70% of facilities (23%). One in ten respondents even said they have screens in 91-100% of facilities.

Decision-makers clearly either understand the benefits of digital signage or simply expect to see them in their organization's facilities, explaining strong uptake across the board.

Proportion of sites/locations using screens for employees

facilities	0%	1-10%	11-20%	21-30%	31-40%	41-50%	51-60%	61-70%	71-80%	81-90%	91-100%	Unsure
	0%	0%	0%	0%	1%	3%	11%	23%	25%	26%	10%	0%

Understanding screen location

While the consensus suggests that screens are used throughout the facilities, there is an interesting disagreement between employees and decision-makers about the placement of screens across organizations.

Where screens are most effective is either communicating with customers or, in the case of respondents in this survey, interacting with the deskless workers who don't have the same access to digital information as their information worker counterparts.

With **78% of deskless workers not having access to a company email address** and **72% saying they do not have access to a company intranet**, screens offer an opportunity to communicate with those members of the workforce who are often overlooked and left out of the conversation around digital signage.

What decision-makers say about the locations of the screens

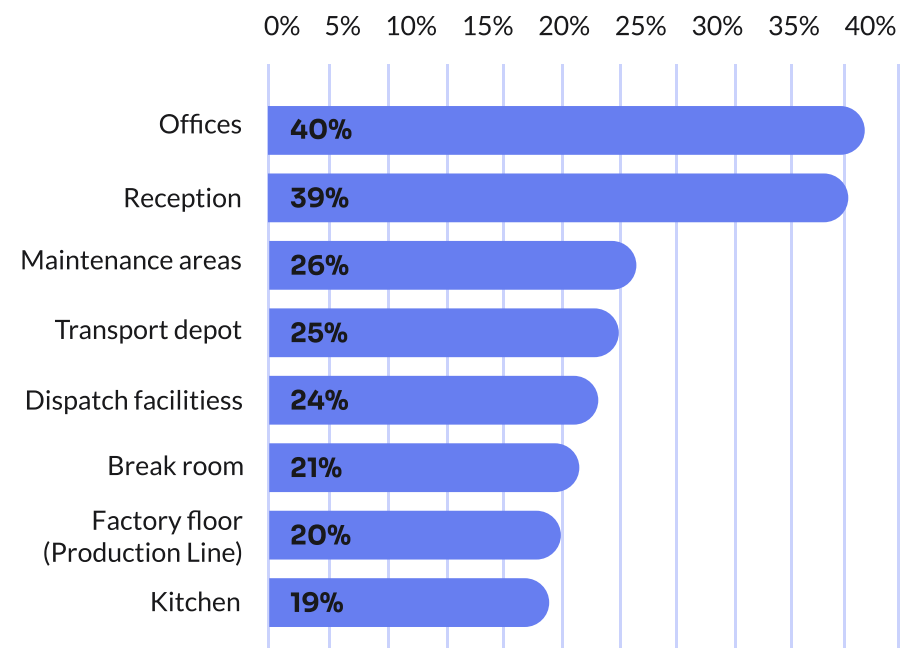| Location	%
Reception areas	19%
Warehouses	18%
Shipping and receiving areas	18%
Training rooms	17%
Conference rooms	17%
Offices	17%
Dispatch facilities	17%
Maintenance areas	16%
Factory and warehouse floors	16%
Kitchens	16%
Break rooms	15%
Locker/cloak rooms	15%
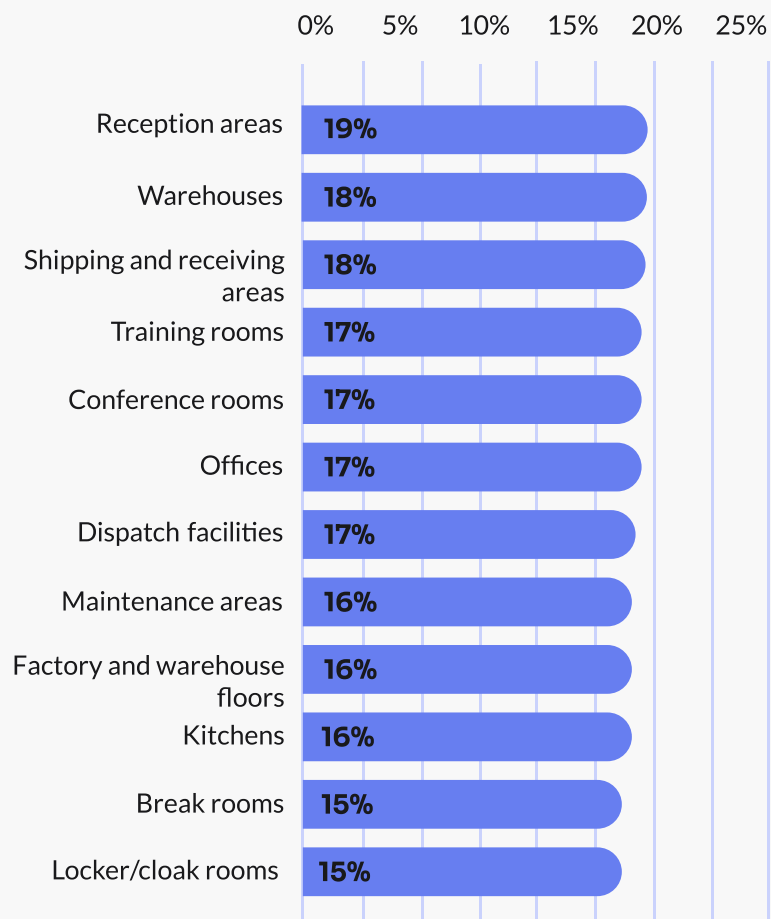
What workers say about the locations of the screens

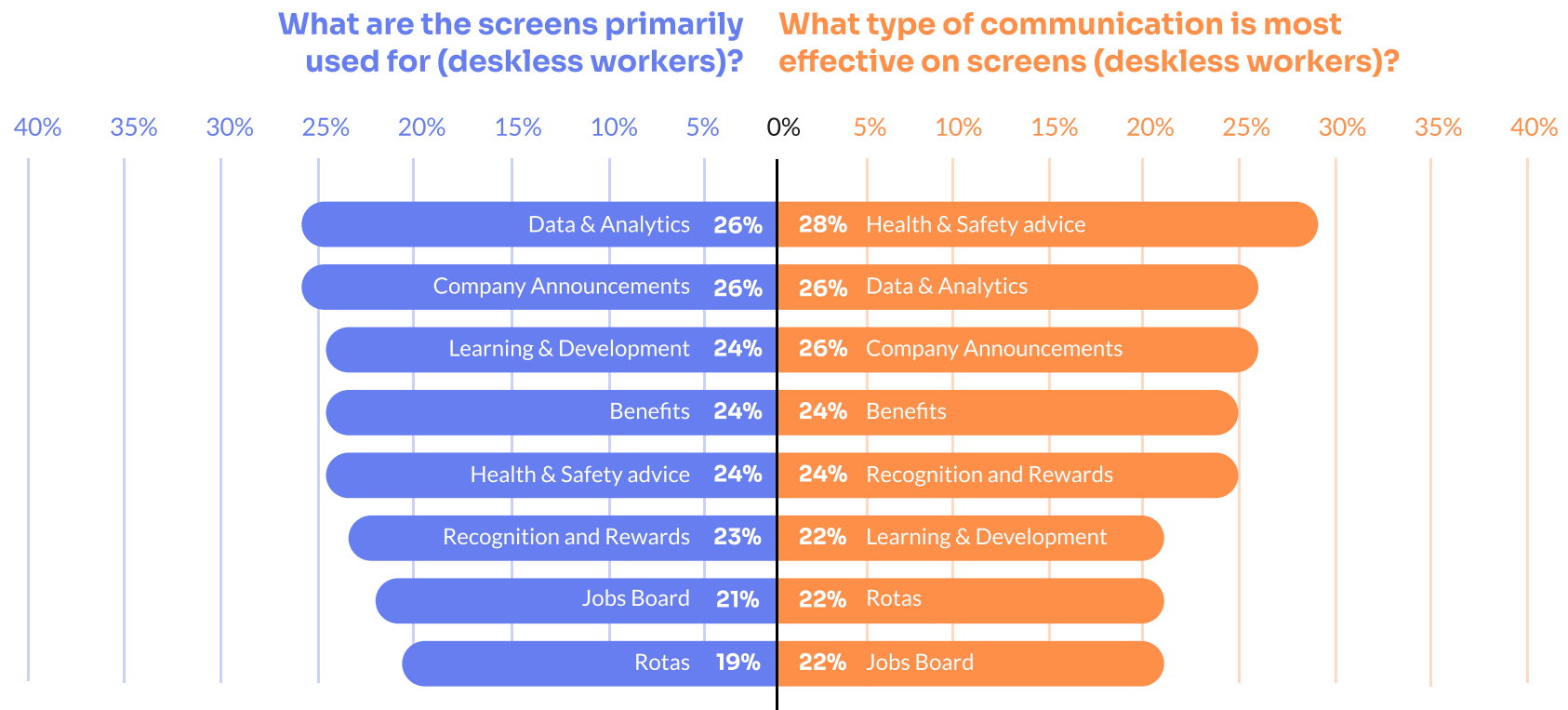| Location	%
Offices	40%
Reception	39%
Maintenance areas	26%
Transport depot	25%
Dispatch facilitiess	24%
Break room	21%
Factory floor (Production Line)	20%
Kitchen	19%

This suggests that while managers are aware of a general desire to improve engagement with deskless workers, the workers themselves are less likely to feel the love. Workers see the digital divide persisting in screen placement.

Screen uses and desired uses

When discussing use cases for digital signage within more deskless-oriented industries, there are several popular functions.

The uses of screens vary between a mix of information dissemination, safety and training, compliance, and employee experience. Aside from slight differences between what deskless workers and decision-makers want to see on screen, the desire to receive company news and communications on both sides suggests that, overall, deskless workers simply desire to receive the opportunities already afforded to their information worker counterparts.

What are the screens primarily used for (deskless workers)?

What type of communication is most effective on screens (deskless workers)?

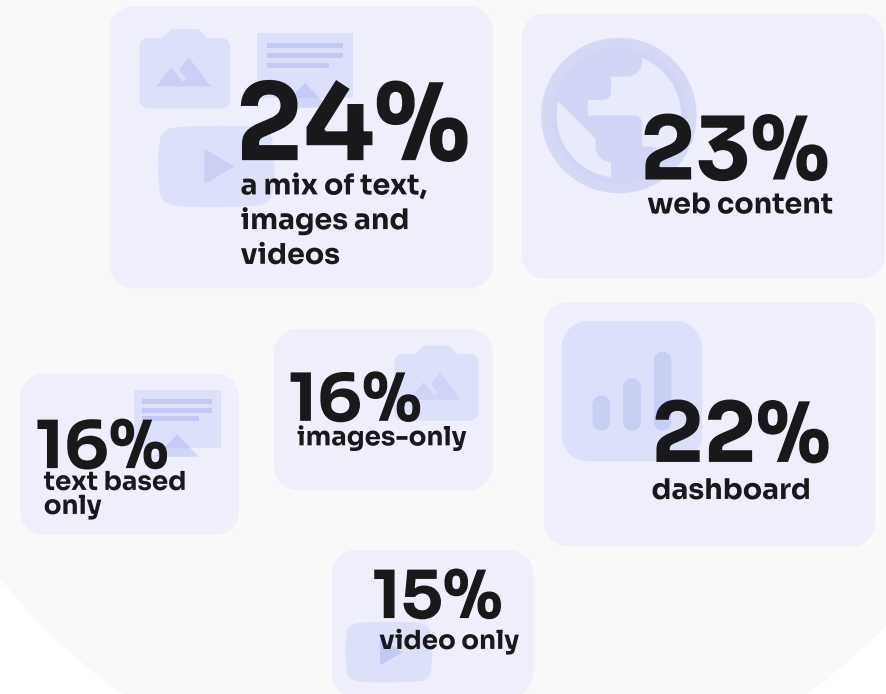|	Deskless workers use	Effective communication	
Data & Analytics	26%	28%	Health & Safety advice
Company Announcements	26%	26%	Data & Analytics
Learning & Development	24%	26%	Company Announcements
Benefits	24%	24%	Benefits
Health & Safety advice	24%	24%	Recognition and Rewards
Recognition and Rewards	23%	22%	Learning & Development
Jobs Board	21%	22%	Rotas
Rotas	19%	22%	Jobs Board

Content types: The decision-maker's view

Another essential part of what is being said is how it is being said. Decision makers stated that there is no clear favorite format in which to communicate information.

What content format is most commonly displayed on employee-facing screens?

22%
images

22%
videos

20%
web content

19%
text

18%
dashboard

What content format would you like to see displayed on the employee-facing screens?

24%
a mix of text, images and videos

23%
web content

16%
text based only

16%
images-only

22%
dashboard

15%
video only

One of the main takeaways from this research section for decision-makers and workers is that there is no one-size-fits-all approach to effective digital signage.

Naturally, different organizations have different problems that digital signage can solve, which is by no means a negative.

Behind the Screens

Trends in screen implementation, process ownership and common issues.

Setting up for success can be a driving factor in the continued ability of digital signage to drive business outcomes.

However, as an industry, aside from anecdotal evidence, there isn't much we know about the process, from problem identification ("we need to do something about X") to supplier selection and implementation.

As a result, this chapter will look into the research section discussing processes and ownership of screen implementation and IT/Tech involvement in that process, as well as technical, cultural, and vendor-specific challenges commonly faced during the digital signage selection process.

This research highlights, potentially above anything, the need to simplify the implementation process regarding digital signage. Whether this means better education, businesses engaging more with their digital signage vendor on how to embody best practices, or technological improvements making the adoption process easier – there is clear potential for maturation in this part of the customer journey.

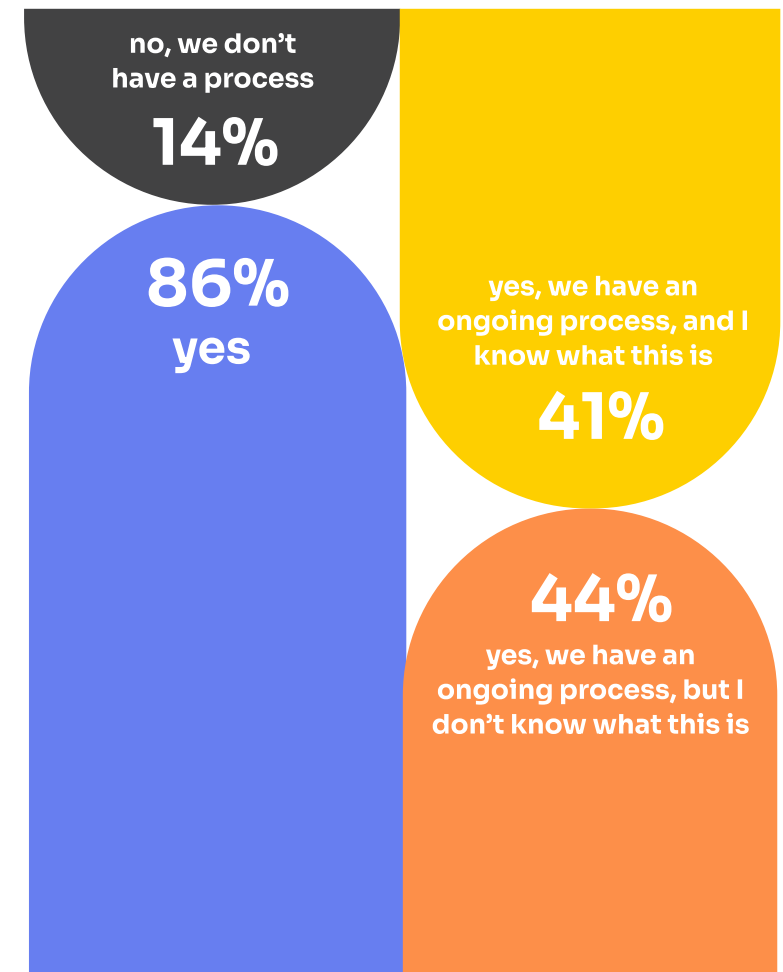# Processes and ownership of screen implementation

All the stakeholders surveyed in this research worked at an organization that had already adopted digital signage technology. Following that, it would be reasonable to assume that decision-makers, in particular, would be aware of the processes involved in their implementation. Surprisingly, this is not exactly the case.

On the face of it, 86% of decision-makers having a process seems like a strong statistic. However, considering these decision-makers already have implemented screens, it is surprising that **more than 1 in 10 do not have a process at all**. Even more surprising is that **almost half (44%) are unaware of this process**.

These findings point to a concerning level of confusion surrounding digital signage implementations and a lack of understanding of strategically executing display network strategies. The data points to companies focusing more on physically getting screens installed rather than plotting long-term success.
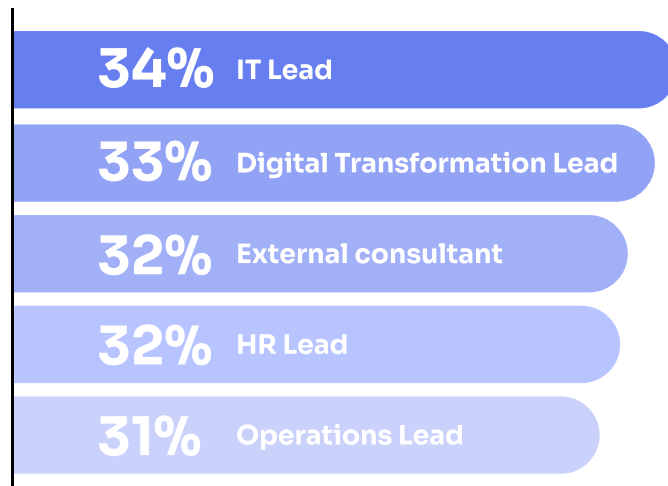
With better education, planning, and vendor support, businesses can move beyond just mounting screens and set themselves up to realize immense engagement, productivity, and gains over time through purposeful and optimized signage approaches.

Do you have a process for deciding the number and location for screens in the workplace for driving the most impact?

no, we don't have a process
14%

yes, we have an ongoing process, and I know what this is
41%

86%
yes

44%
yes, we have an ongoing process, but I don't know what this is

When it comes to who advises on-screen strategy, many stakeholders are involved. Is this a case of democratized decision-making to maximize effectiveness? Or, again, a lack of best practices causing confusion among customers?

You said you have a process, who, if anyone, advises on the screen strategy (number of screens and screen positioning) to drive impact from digital signage?

34% IT Lead

33% Digital Transformation Lead

32% External consultant

32% HR Lead

31% Operations Lead

Having different stakeholders in the implementation process isn't necessarily a bad idea. Getting all parties around the table to ensure digital signage positively impacts each department individually and collectively can only be a cause for improvement. Departments tend to be driven by their potential use case(s). For example, if the screens are being used to spotlight employees then HR is more likely to be involved than Customer Success.

Identifying goals early is essential. If different departments are involved, rather than using technology to run ahead with this campaign or that initiative, it is imperative to develop collective goals to work towards, creating measurements and KPIs to quantify success. Otherwise, while there may be plenty of activity on screens, there will be little knowledge of whether they are improving the professional lives of deskless workers.
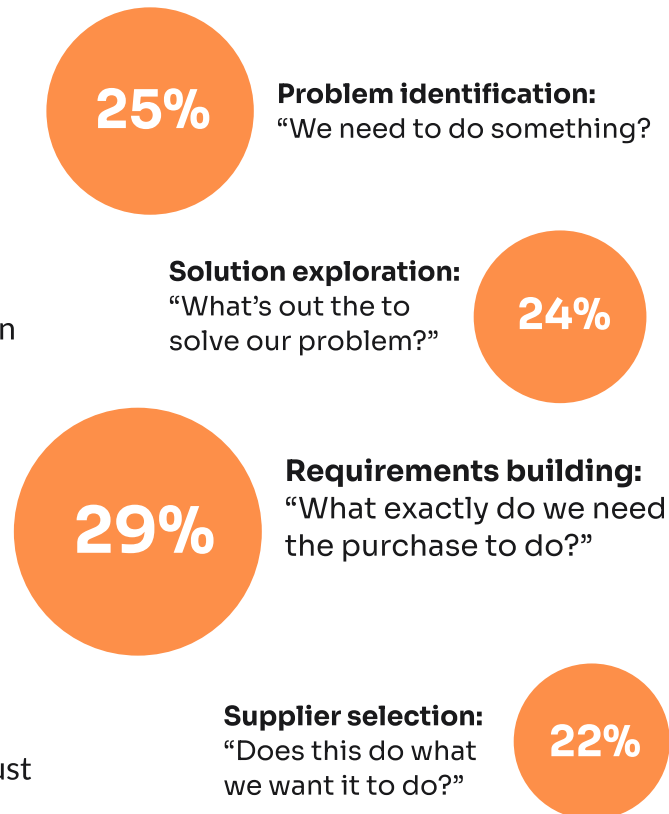
Despite decision-makers suggesting that IT leads and digital transformation leads are as involved as any other department in the process of deciding the number and location of screens for driving the most impact, we wanted to dig deeper into when exactly IT teams are brought into the discussion.

IT teams are often underutilized and focused narrowly on technical support instead of driving business innovation. However, technology now underpins productivity across functions.

By embracing IT staff as strategic advisors on emerging solutions, companies can foster cross-departmental collaboration to unlock data insights, optimize processes, and enhance experiences.

With IT guiding technology integration, businesses create seamless ecosystems where new tools compound productivity gains exponentially - especially when connecting the deskles workforce through digital signage. While other departments must feed into problem-solving ideation, IT departments often have untapped potential to assume leadership in digital transformation.

At what point was your IT/tech department involved in the discussion to include screens?

25%

Problem identification:
"We need to do something?

Solution exploration:
"What's out the to solve our problem?"

24%

29%

Requirements building:
"What exactly do we need the purchase to do?"

Supplier selection:
"Does this do what we want it to do?"

22%

Underestimation of the consulting capabilities of the IT or technology department seems to translate into the responses collected from decision-makers. **Less than half of IT departments are consulted before deciding to select digital signage as a solution to communicating with the deskless workforce. Similarly, more than one in five respondents (22%) stated that they don't involve IT until at least the supplier selection stage.**

The most popular point at which decision-makers consult IT is the requirements-building stage, in other words, following a decision on a solution, what needs to be bought, and whether it will work effectively.

This consolidates the narrative that the department is primarily viewed as technical support rather than valuable consultants in the ideation stage. As time passes, one would hope to see an increase in the number of organizations and stakeholders being consulted, at least when exploring possible solutions to a problem. In doing so, businesses will be better placed for a successful implementation, not only from a buy-in and motivation perspective but also because they will identify barriers earlier in the process and potentially circumvent them when discussing solutions with vendors.

Technical, cultural and vendor challenges

As mentioned earlier in the report, one of the key takeaways from this research is that despite continued success following digital signage implementation, organizations face challenges in the set-up process.

Astonishingly, **100% of decision-makers had cultural, technical *and* vendor support issues**.

Vendor challenges
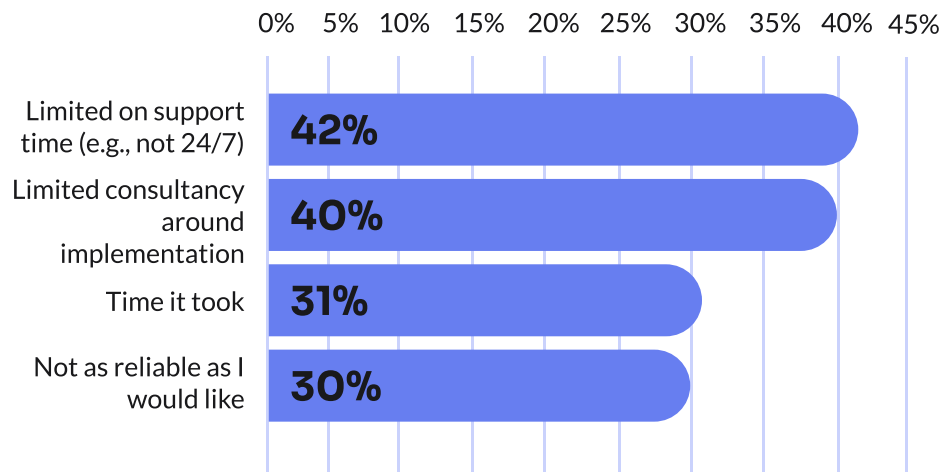
Regarding challenges organizations are having with digital signage vendors, there is a particular theme to respondent answers and clear areas of improvement for the digital signage industry. Aside from general complaints about lengthy implementation processes or general reliability, businesses really want more support from their suppliers.

That means more dedicated time spent assisting customers throughout the implementation and development process, as well as more dedicated services focussed on implementation consultancy. After all, digital signage suppliers have seen it all. They know what has been successful, common barriers facing specific sectors, how other customers have tackled key issues, and much more. Customers want partners who can pave the path for impactful deployments by focusing on enhanced change management that spotlights interactive features to ease adoption hesitancies.
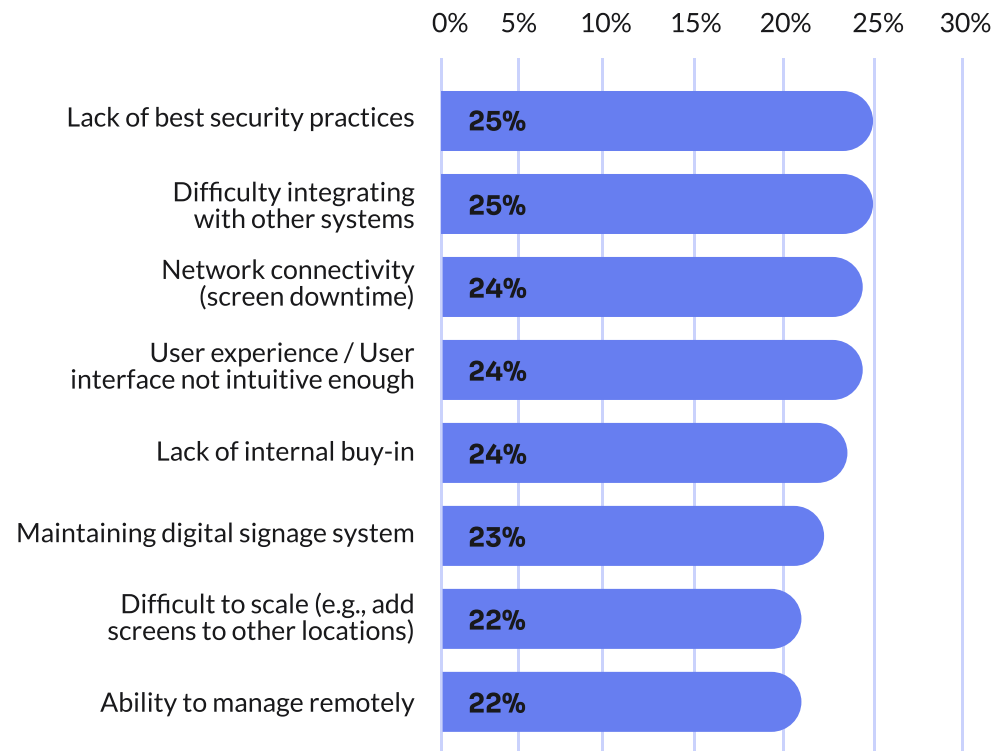
The ideal partner should smooth transitions for reticent employee groups while showcasing the value new signage capabilities can bring.
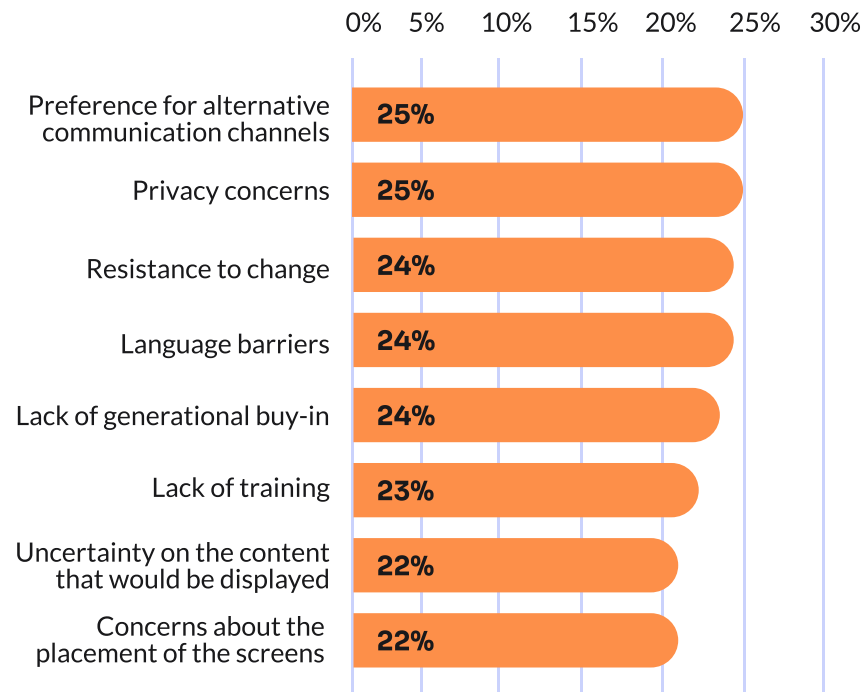
If consultation and support for businesses increase, we may see a resulting decline in the number and variety of technical issues faced by digital signage customers. Some of the top challenges that decision-makers face include a lack of best security practices (25%), difficulty integrating with other existing systems (25%), and network connectivity issues, among several more.

The comforting aspect of these technical challenges is that not only will increased consultation and support help solve some of these issues, but innovation and continued iterative improvements in products will make these technical challenges easier and easier to resolve, if they are encountered at all.

Technical challenges

Challenge	Percentage
Lack of best security practices	25%
Difficulty integrating with other systems	25%
Network connectivity (screen downtime)	24%
User experience / User interface not intuitive enough	24%
Lack of internal buy-in	24%
Maintaining digital signage system	23%
Difficult to scale (e.g., add screens to other locations)	22%
Ability to manage remotely	22%

Cultural challenges

The more concerning trio of these cultural challenges are highlighted in that around a quarter of workers in these deskless industries are resistant to change, have privacy concerns, and prefer alternative communication channels, such as messaging apps like WhatsApp.

Embedding changes in something as fundamental as communication can be incredibly difficult, especially for workers who are more intransigent about change. Furthermore, using unofficial channels like WhatsApp for communication can not only solidify divisions between teams, departments, and deskless and information workers, but it can also give way to a culture of decentralized communication, misinformation, and a lack of cohesive objectives.

It's important for organizations to share insights on potential cultural barriers to signage adoption so the right solutions can be recommended. By researching resistance drivers, assessing change impacts, and identifying communication preferences, vendors gain valuable perspectives. This allows them to provide guidance on strategies for driving engagement, enabling governance, and integrating with existing channels - not just reducing division and misinformation risks.

With deeper understanding, signage rollouts can leverage enhanced change management that spotlights interactive features facilitating adoption even among the most hesitant. This paves the way for deployments that smoothly transition resistant segments while empowering leaders to showcase the value new signage capabilities bring.

Cultural challenges facing digital signage implementation represent some of the more deep-rooted and long-term issues facing vendors and their customers.

Of course, some of the cultural concerns mentioned in the research will be solved over time. Lack of generational buy-in will become less and less of a problem. Equally, lack of training, uncertainty about the content displayed on screens, language barriers, and concerns around screen placement can all be solved through consultation, development, and training.

Fun fact: When electricity came around, it wasn't immediately seen as a necessity. Electricity companies had to produce enormous advertisement campaigns convincing the public of its usefulness. Check out this example highlighted by the Smithsonian Magazine:

The moral of the story? We aren't claiming that digital signage is the next electricity, but it shows that even the most revolutionary inventions can take time to change culture.

Never before have the questions of economy and efficiency in production been of such importance as now in the industrial life of the country. This is true in the large plant as well as in the small shop. Electricity is proving the most effective agency in solving these various problems as they arise.[1]

1: People Had To Be Convinced of the Usefulness of Electricity, Smithsonian

The Impact of Screens on the Workforce: From Productivity to Morale

Understanding the results of rolling out digital signage, how workers view it, and how they engage with it

Digital signage aims to better engage workers to be happier, healthier, and more productive.

In the past two decades, productivity growth has been somewhat stalled, especially since the 2008 financial crisis.[2] However, behind those figures is a workforce that simply isn't engaged with their company or employer, especially when it comes to the deskless workforce.

According to Gallup's 2023 'State of the Global Workplace' report, engagement hit a record high of 23%. However, while nations like the United States see engagement figures hit 31%, many European countries, such as the UK, see engagement rates of around 10%.[3]

Considering the persistent ostracizing of the deskless workforce regarding technology investment, engaging with deskless workers through technology solutions like digital signage could have ramifications.[4]

But when organizations adopt digital signage solutions, do we know they boost productivity and engagement? We asked both decision-makers and workers themselves to weigh in.

2: The twin challenges of promoting productivity and inclusive growth, OECD
3: State of the Global Workplace: 2023 Report, Gallup
4: Deskless Frontline Workers at Tipping Point for Tech Investments, Rever

Impact of screens: the employee view

Despite cultural barriers to integration for around a quarter of the deskless workforce, general views towards screens are overwhelmingly positive among workers, with **79%, or almost 4 in 5, having an overall positive view of the technology.**

79% Positive (Net)

33% Very positive

46% Positive

16% Neither positive or negative

5% Negative (Net)

4% Negative

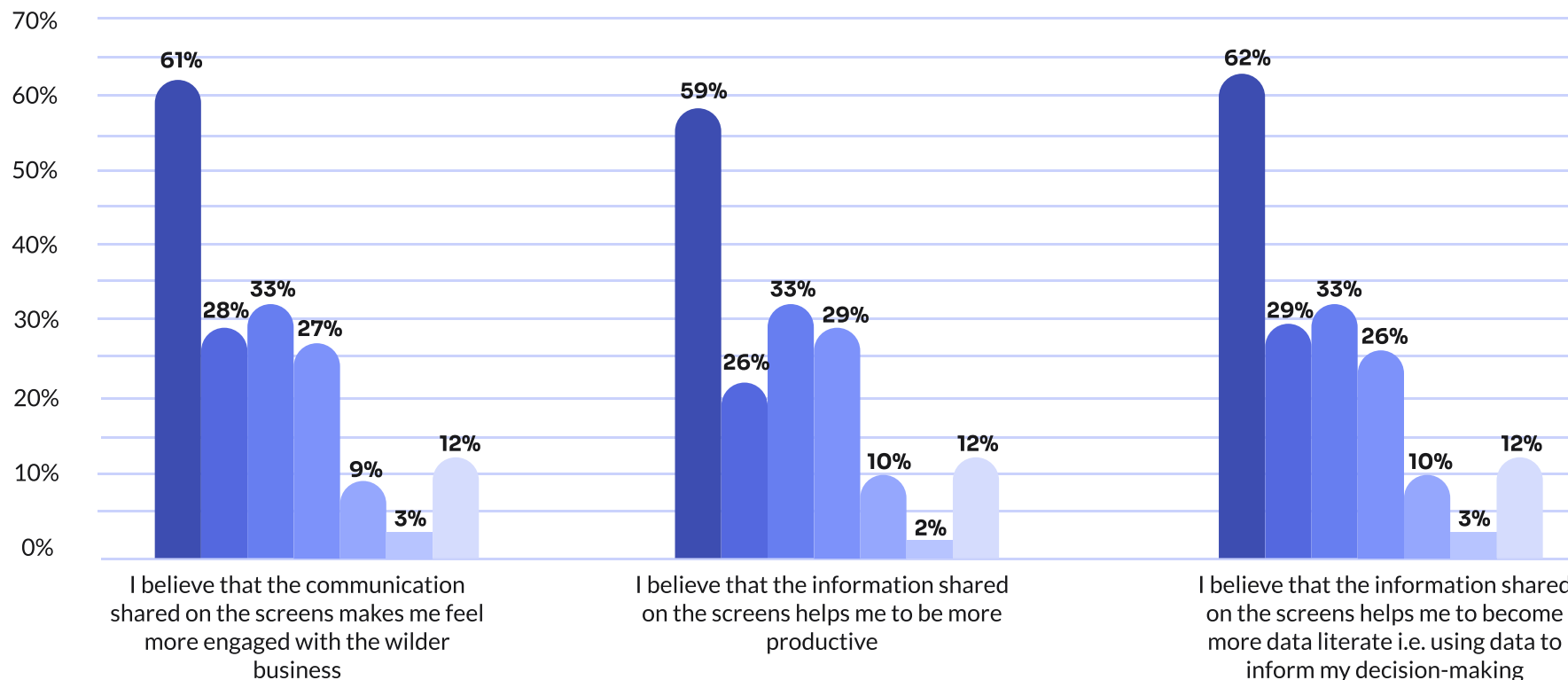**2%** Very negative

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Impact of screens: the employee view

Additionally, around **3 in 5 workers believe that information shared on screens helps them to become more engaged** with the wider business (61%), more productive (59%), and more data literature (62%). Considering the engagement figures above, this kind of positive engagement with screens emphasizes the huge potential that digital signage can offer by way of increased productivity. Finally, just 15% of respondents claimed to have a negative view of the impact of the technology. While there may be work to be done to convince that small minority of the benefits of digital signage, all indicators are trending in the right direction.

To what extent do you agree or disagree with the following statements?

Legend: Agree (Net), Strongly agree, Somewhat agree, Neither agree or disagree, Somewhat disagree, Strongly disagree, Disagree (Net)

I believe that the communication shared on the screens makes me feel more engaged with the wilder business: 61%, 28%, 33%, 27%, 9%, 3%, 12%

I believe that the information shared on the screens helps me to be more productive: 59%, 26%, 33%, 29%, 10%, 2%, 12%

I believe that the information shared on the screens helps me to become more data literate i.e. using data to inform my decision-making: 62%, 29%, 33%, 26%, 10%, 3%, 12%

Impact of screens: The decision-maker's view

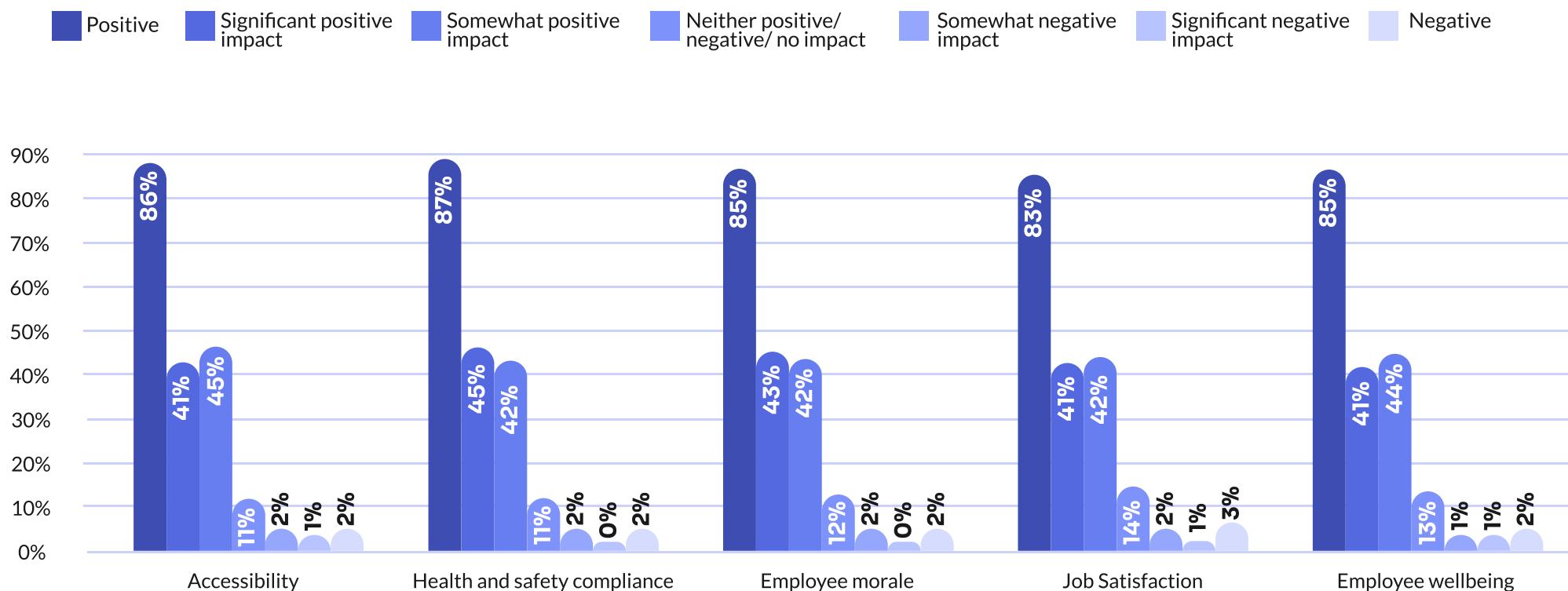When asked similar questions, the decision-makers responded even more positively to digital signage technology and its impact on employee outcomes.

When thinking of the screens in your workplace, how much of an impact, if at all, do you believe they have on the following?

Legend:
- Positive
- Significant positive impact
- Somewhat positive impact
- Neither positive/ negative/ no impact
- Somewhat negative impact
- Significant negative impact
- Negative

Chart data:

Category	Positive	Significant positive impact	Somewhat positive impact	Neither positive/negative/no impact	Somewhat negative impact	Significant negative impact	Negative
Productivity	86%	39%	47%	12%	1%	0%	2%
Engaging employees	84%	43%	40%	14%	2%	1%	2%
Efficiency	84%	41%	44%	13%	2%	1%	2%
Innovation	84%	42%	41%	14%	2%	0%	2%
Retaining talent	84%	41%	43%	14%	2%	1%	2%

Positive   Significant positive impact   Somewhat positive impact   Neither positive/ negative/ no impact   Somewhat negative impact   Significant negative impact   Negative

	Accessibility	Health and safety compliance	Employee morale	Job Satisfaction	Employee wellbeing
Positive	86%	87%	85%	83%	85%
Significant positive impact	41%	45%	43%	41%	41%
Somewhat positive impact	45%	42%	42%	42%	44%
Neither positive/ negative/ no impact	11%	11%	12%	14%	13%
Somewhat negative impact	2%	2%	2%	2%	1%
Significant negative impact	1%	0%	0%	1%	1%
Negative	2%	2%	2%	3%	2%

Despite almost unanimous issues with the implementation process of digital signage, across all metrics from productivity, efficiency, and engagement to health and safety compliance and employee wellbeing- decision-makers are clear that digital signage has an overwhelmingly positive impact on the workforce.

The data also highlights that some of these positive outcomes are having an impact on staff turnover. 84% of decision-makers surveyed believed that digital signage positively impacts retention, suggesting that the workers becoming more engaged with their organization through digital signage are more likely to remain loyal to their employer.
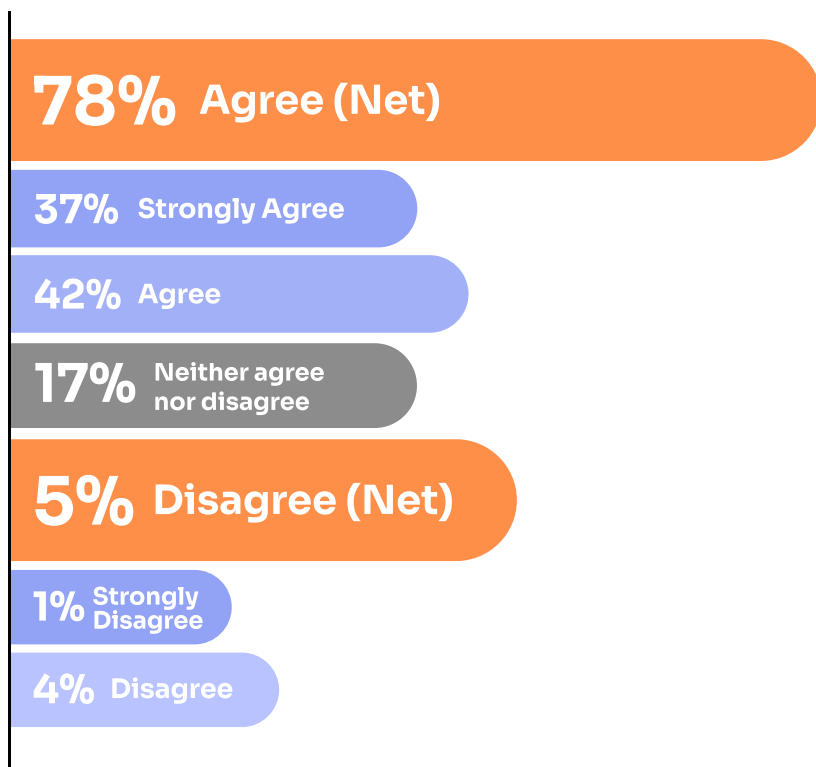
Bridging the Divide

Future plans for digital signage and how to improve

The truth is that simple communications or even efforts at communication can have immense impacts for deskless workers.

This data has shown that attempts to do so won't take long to reap significant rewards. But at the heart of this discussion is the understanding and demand that deskless workers get their fair share of investment, consideration, and attention.

To what extent do you agree or disagree with the following statement: "Office workers in my organization get more opportunities than their frontline worker counterparts, due to their access to multiple workplace communication applications and digital information sources"?

78% Agree (Net)

37% Strongly Agree

42% Agree

17% Neither agree nor disagree

5% Disagree (Net)

1% Strongly Disagree

4% Disagree

Despite workers' positive reactions to digital signage and its impacts, one statistic from this research remains a significant issue for businesses attempting to tackle inequalities within their workforces.

Almost 4 in 5 workers (78%) believe office workers get more opportunities than their frontline counterparts. This inequality is precisely what digital signage can address.

Simply put - engagement matters. On an individual, business and economic level, it has a significant impact. Engaged staff are more productive, safe, and profitable.[5] **Top-quartile engagement teams see 41% less absenteeism and 59% lower turnover**.[6] So, while engagement doesn't solve productivity alone, it remains a vital puzzle piece. By finally giving deskless workers their due focus and unlocking their untapped potential through purposeful communications, organizations position themselves for results. The channel exists; the opportunity awaits.

However, when it comes to bridging the divide between these deskless workers and their information worker counterparts, how exactly are decision-makers getting feedback from employees, if at all? And what are their future plans as a result of this feedback?

5: Why employee engagement is key to company success, Firstup
6: 10 Timely Statistics About The Connection Between Employee Engagement And Wellness, Forbes
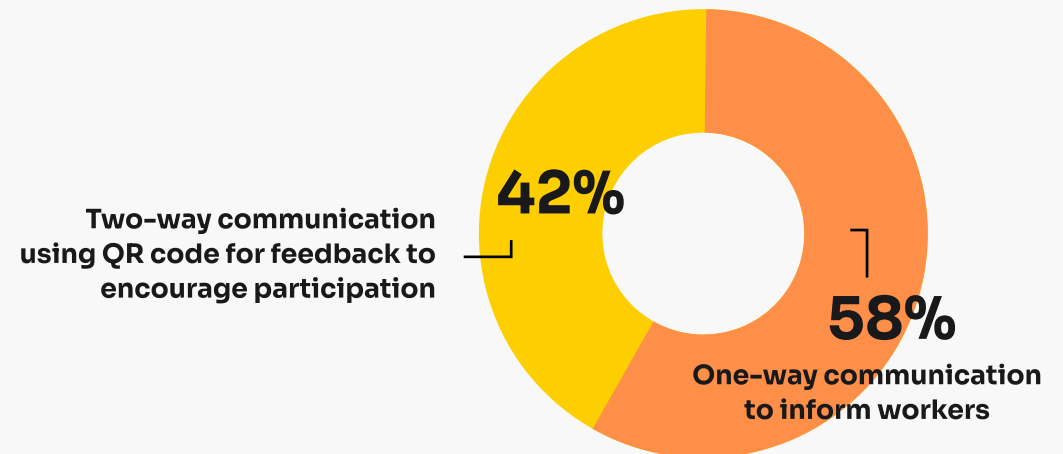
Feedback processes

When management is seeking feedback from employees on digital signage solutions, there are various methods being used. Around 40% of decision-makers are getting feedback through pulse surveys (42%), focus groups (40%), or even just verbally.

What measures, if any, does your organization take to understand the perception of the screens and the information shared on them?
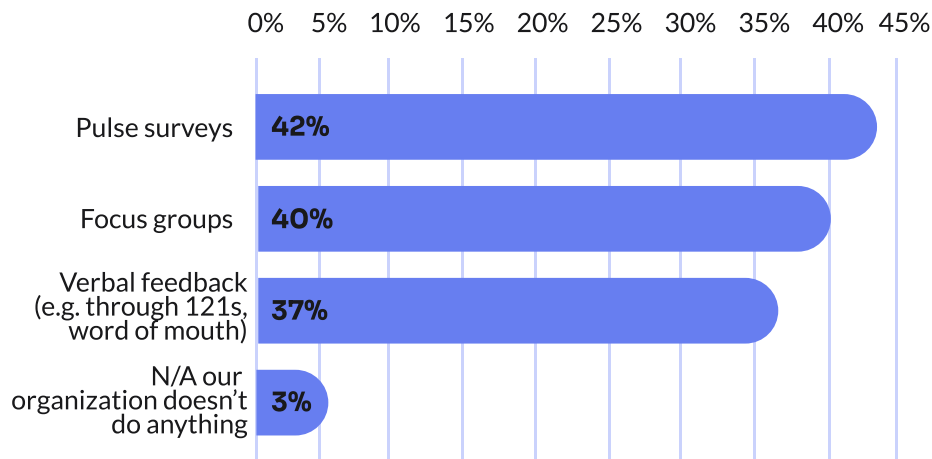
There also appears to be a concerted effort on behalf of some businesses to ensure digital signage isn't just a one-way communication channel. Around the same number of respondents claiming to be using pulse surveys and focus groups are also using their digital signage as a two-way communication channel. Usually, this is in the form of a QR code, which can be used for workers to provide feedback, enter competitions or more.

Being able to use screens in this way ensures that workers feel a part of the process. Furthermore, it gives decision-makers data and information on exactly how digital signage can be further improved to increase engagement.
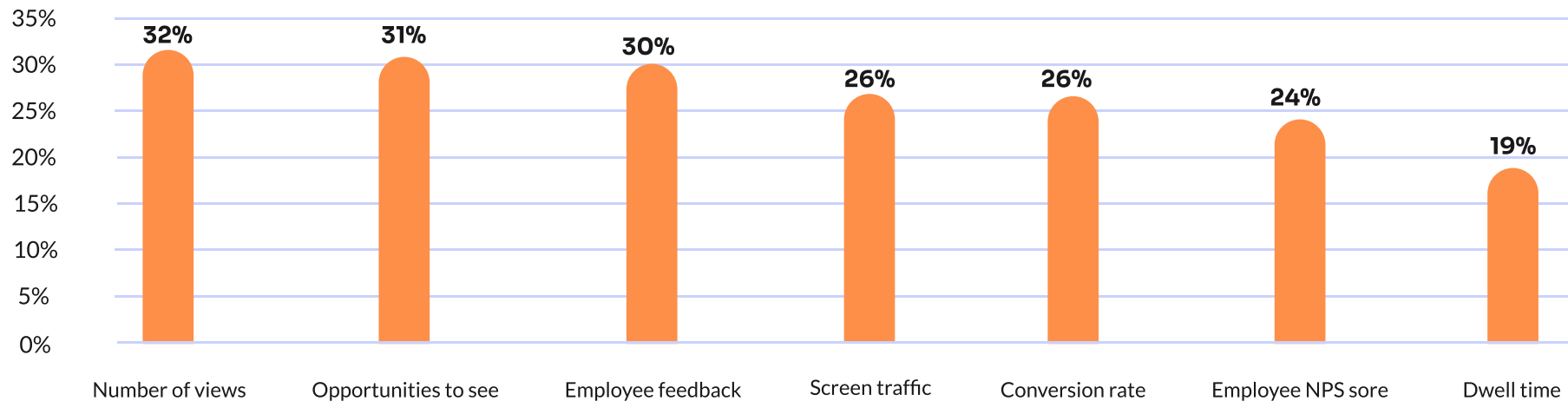

42%
Two-way communication using QR code for feedback to encourage participation

58%
One-way communication to inform workers

*This isn't the only channel through which employers can gain feedback, however.

Feedback processes: The decision-maker's view

Decision-makers are also utilizing metrics like views, Opportunities to See (OTS), screen traffic, and dwell times as indicators of measuring success. All of these metrics can be incredibly helpful means through which not only to make improvements but also validate ROI, support evidence for expansion plans, and, from a vendor viewpoint, drive best practices.

What metrics, if any, do you use to measure the impact of screens on your desired KPIs?

Metric	Percentage
Number of views	32%
Opportunities to see	31%
Employee feedback	30%
Screen traffic	26%
Conversion rate	26%
Employee NPS sore	24%
Dwell time	19%

Future content plans: The decision-maker's view

As a result of these various feedback methods and measurements for success, leaders are constantly developing content to become more finely tuned with the desires of the workers, as well as more conducive to further improvements.

How, if at all, do you plan to change the content and information you provide employees through digital screens?
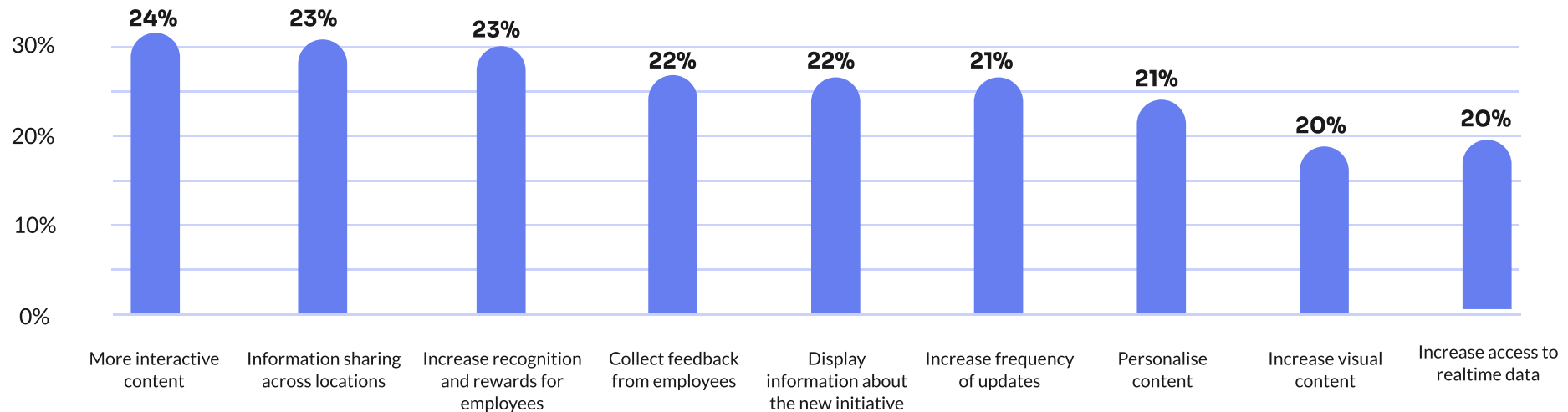

As time goes on, the content being displayed on screens is trending towards becoming more interactive, more connected over varying sites, more frequent and more personal. Due to the successes in boosting engagement and productivity, there is a clear desire to double down on efforts to further recognize

and connect with the deskless workforce. A trend which is sorely needed by the workers themselves.

Finally, this positive momentum being built through digital signage is causing decision-makers to come back for more.

When, if ever, do you plan to further extend or integrate your digital signage network into your ecosystem of workplace applications?

14%

In over 5 years

47%

In the next 4–5 years

38%
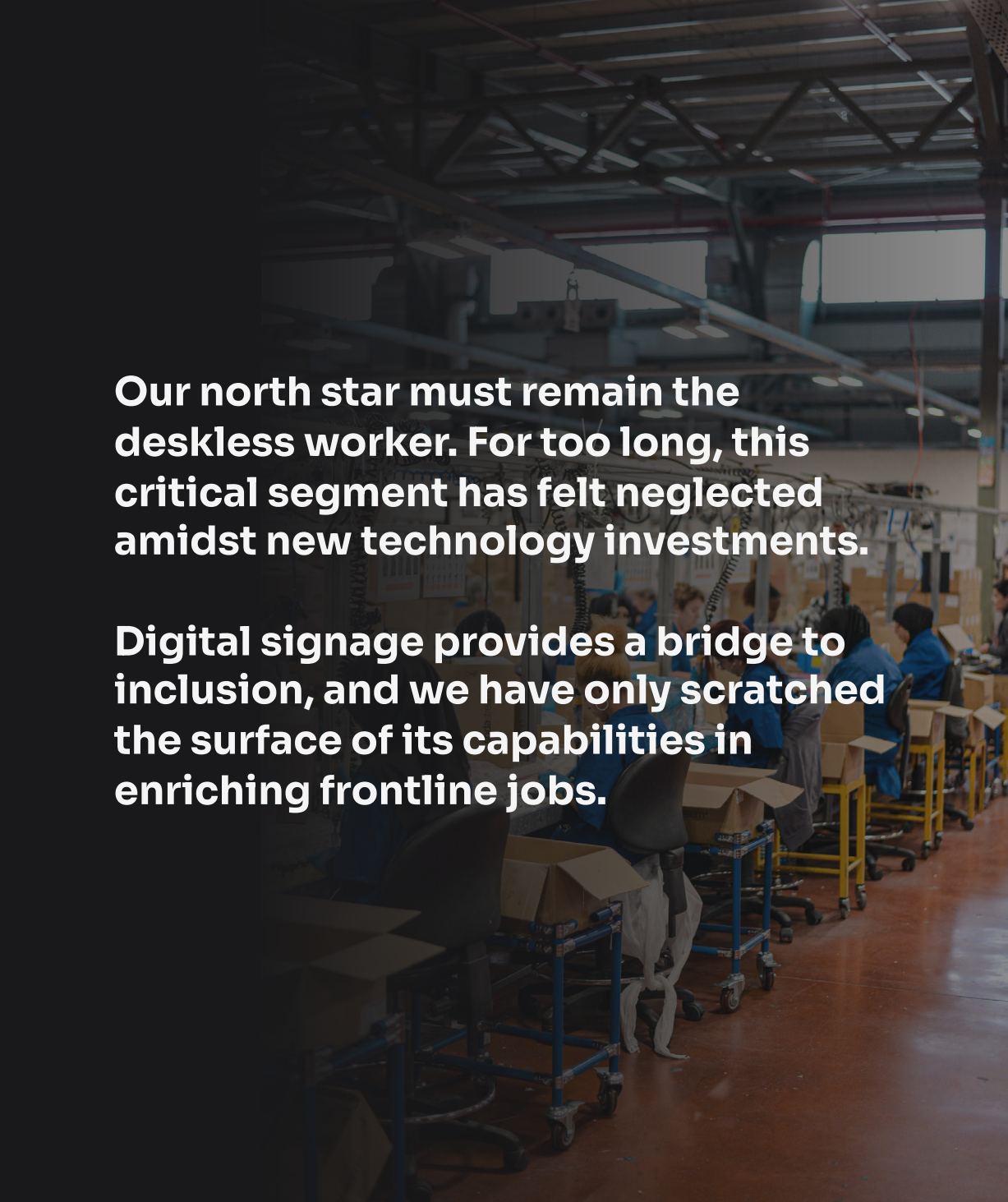
In the next 2–3 years

1%

Never
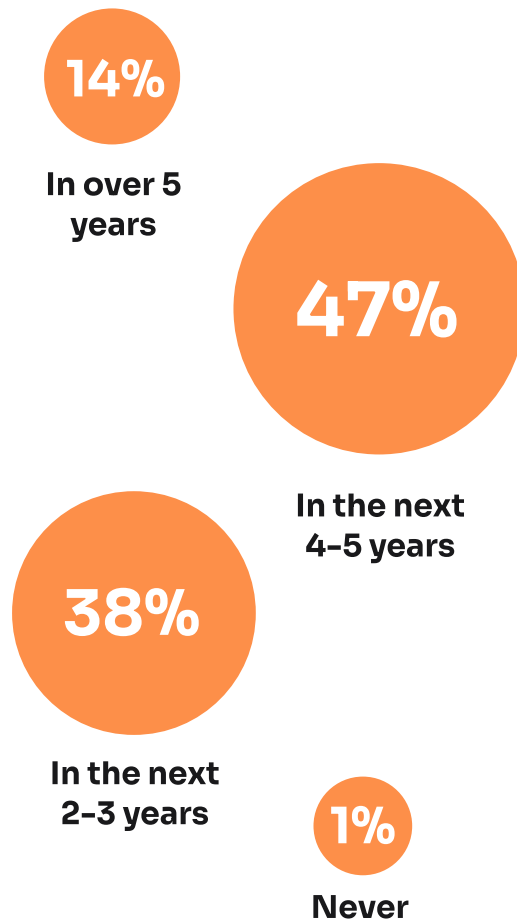
Almost all businesses (99%) have plans to expand their digital signage network over the next five years and beyond.

Whether that means further integrating digital signage into their existing stack, more interconnection between sites to ensure messaging is consistent and on point, or experimenting with new ways to better engage the deskless workforce to unleash the productivity achievable through improved engagement.

There is work to be done, but the future is bright for digital signage

This research affirms that digital signage delivers immense value, yet barriers persist in unlocking its full potential.

On the positive side, properly implemented networks drive engagement, productivity, and workforce alignment. However, practical challenges around change management, best practices, and even privacy issues hinder adoption by a vocal employee minority.

Our north star must remain the deskless worker. For too long, this critical segment has felt neglected amidst new technology investments.

Digital signage provides a bridge to inclusion, and we have only scratched the surface of its capabilities in enriching frontline jobs.

There is still much work to do - from smoothed implementations to enhanced interactive features and more integrated content. But the foundation shows promise. Practically every company, despite rollout troubles, sees screens' benefits and plans expansion. The technology works when strategically executed.

Now, our charge is to further boost competence, confront skepticism, and bring laggard communicators into the light. By tackling the obstacles head-on while innovating smarter solutions, we can unlock digital signage's immense potential – one screen at a time.

The data behind the data

2,400 decision-makers and deskless workers (1,200 each) across the UK and US were interviewed, about their use, perception of, and future plans for, employee-facing signage.

The respondents were split equally between the following industries: **manufacturing, logistics, transportation and supply chain** – all with predominantly deskless or frontline workforces.
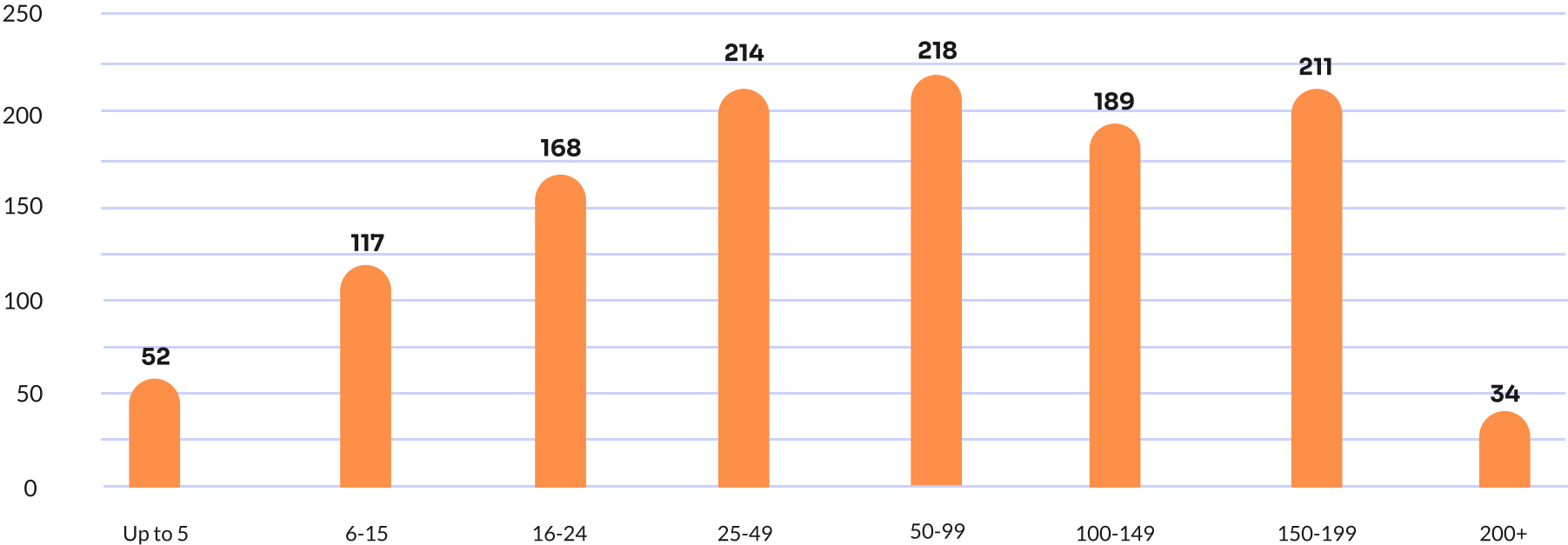
The respondents' companies all had a headcount of 1,000+.
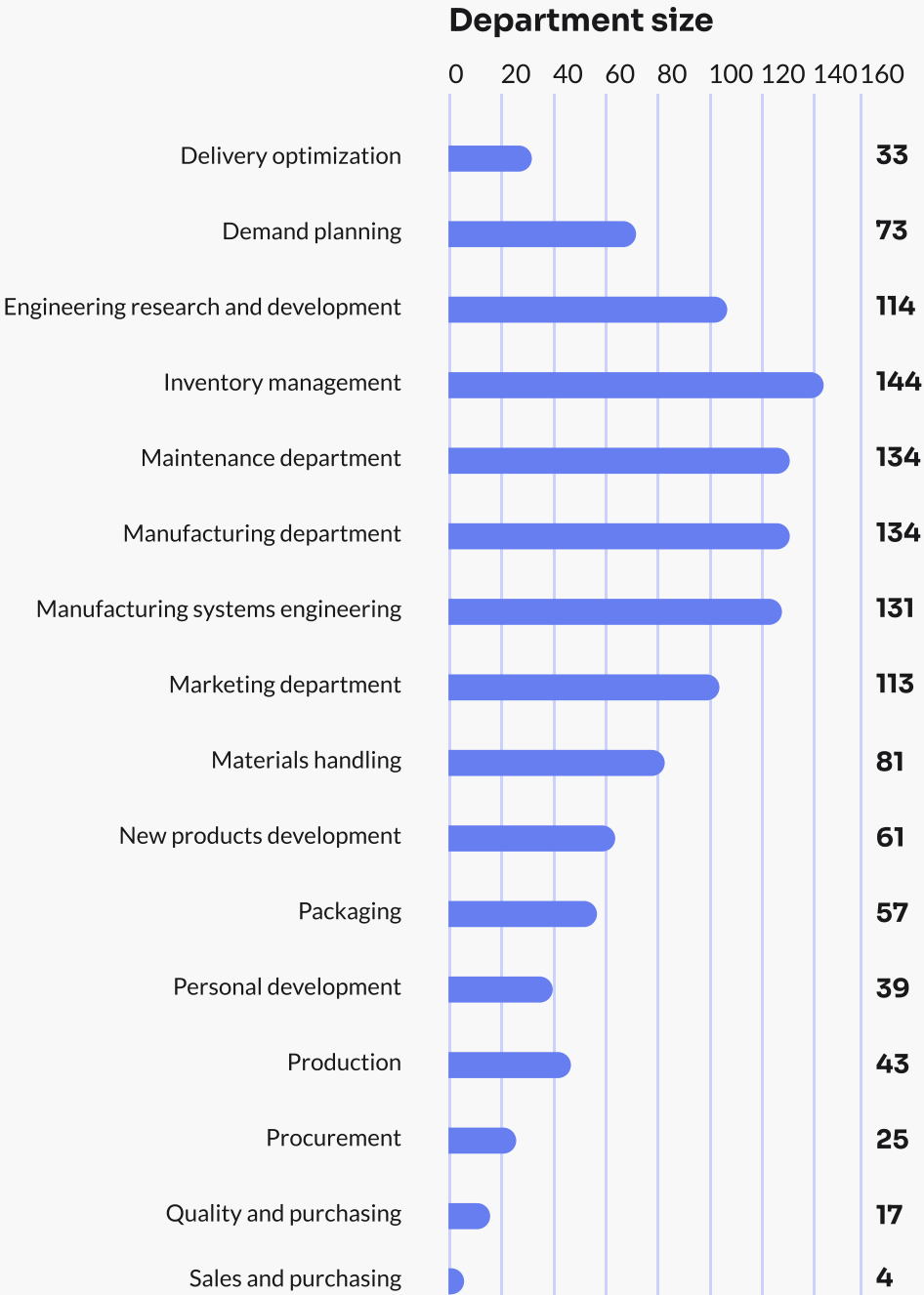
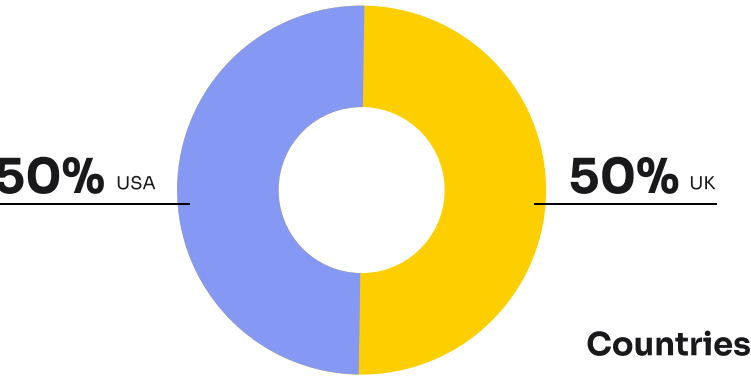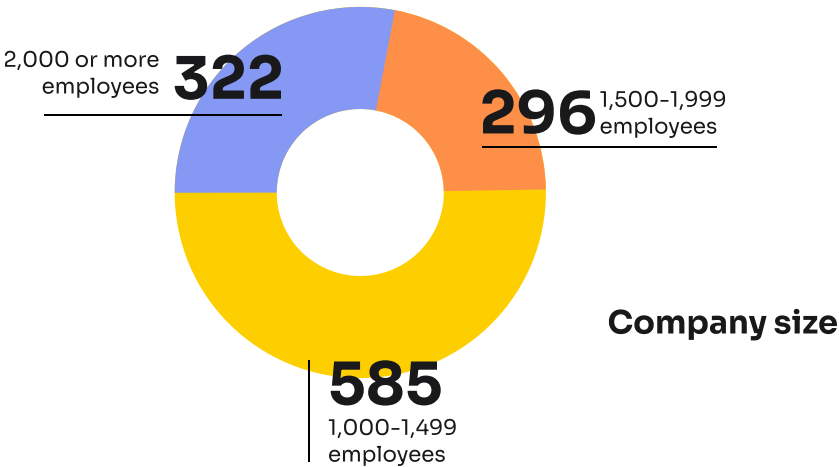The research was conducted by Censuswide.

Methodology

Number of locations at respondents' organizations

Category	Value
Up to 5	52
6-15	117
16-24	168
25-49	214
50-99	218
100-149	189
150-199	211
200+	34

Methodology

Company size

- 2,000 or more employees **322**
- **296** 1,500–1,999 employees
- **585** 1,000–1,499 employees

Countries

- **50%** USA
- **50%** UK

Department size

Department	Size
Delivery optimization	33
Demand planning	73
Engineering research and development	114
Inventory management	144
Maintenance department	134
Manufacturing department	134
Manufacturing systems engineering	131
Marketing department	113
Materials handling	81
New products development	61
Packaging	57
Personal development	39
Production	43
Procurement	25
Quality and purchasing	17
Sales and purchasing	4