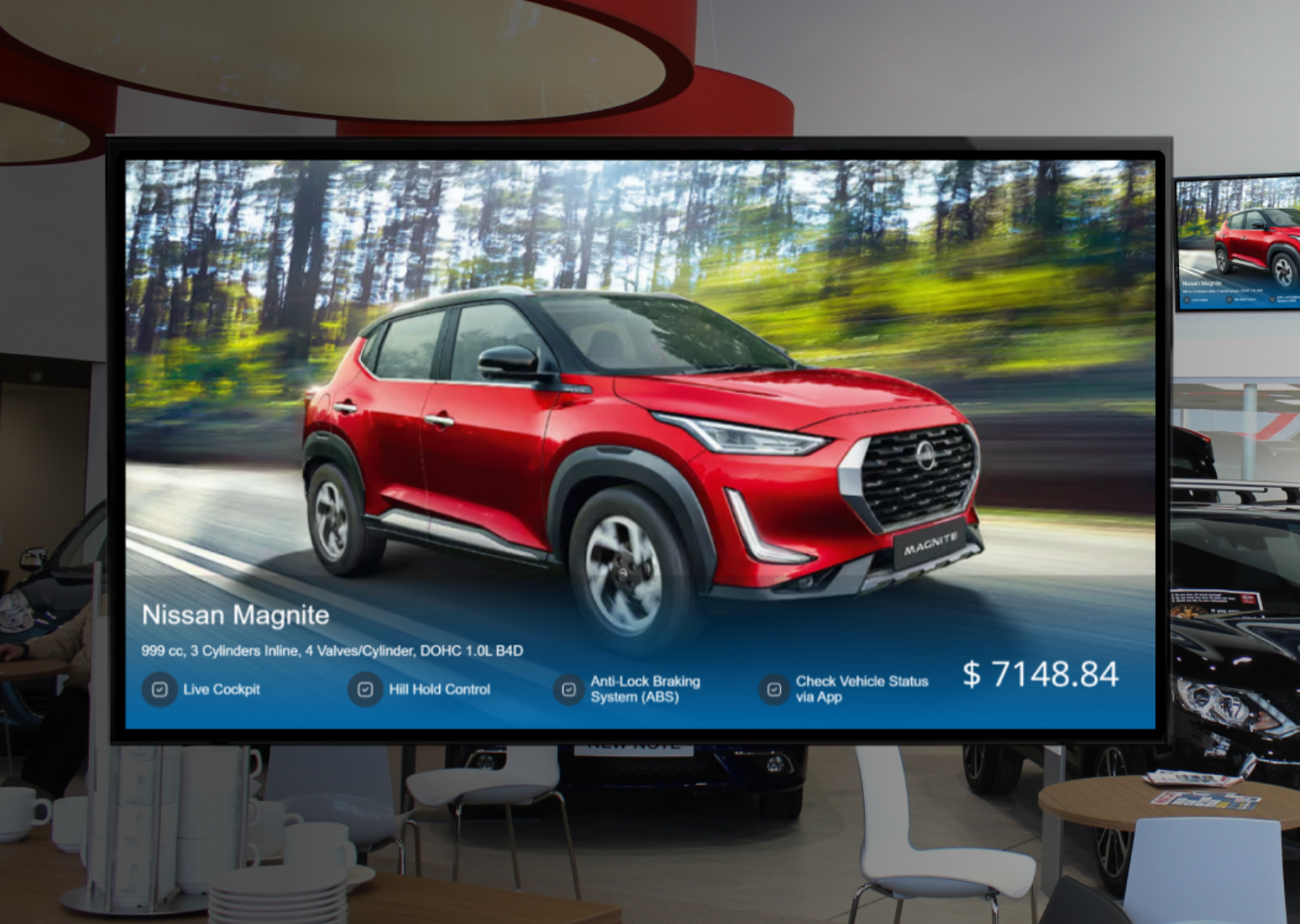




Driving Innovation: How Nissan Transformed Dealership Experiences with Pickcel Digital Signage

The Client

Nissan Motor India Private Ltd. (NMIPL) set foot in India in 2005 as a wholly-owned subsidiary of Nissan Motor Co. Ltd, headquartered in Japan. Their offerings include a variety of vehicles, including hatchbacks, MUVs, SUVs, and sedans.

The portfolio of Nissan India comprises 2 brands: Nissan and Datsun. Their journey in the Indian automobile market has been a consistent growth story, showcasing the brand's commitment to technology, excellence, innovation, and quality.

In 2010, Nissan strategically partnered with Renault, the global alliance partner, to set up a manufacturing plant and a Research & Development (R&D) Centre near Chennai. Thus, their footprint isn't just limited to manufacturing; they focus on building products to meet the local market's needs and preferences.

The Challenge

While continuing to expand its dealer network across the nation, Nissan Motors faced a major challenge regarding the effective promotion and advertising of its products. In the fiercely competitive automobile industry, it's not just about manufacturing products; it's also about marketing them well.

Nissan India faced problems keeping their customers engaged and informed about their new launches and such promotional information at the point of sale. They were searching for a dynamic, flexible, digital solution that could integrate seamlessly with their existing dealership infrastructure across multiple locations. Considering Nissan's continuously growing dealer network and its scale of operations, it was a challenging task.

The Solution

Nissan Motors reached out to Pickcel, the leading provider of digital signage solutions, and chose their cloud-based solution. The main aim was to deploy Pickcel's flexible and robust digital signage solution across Nissan India's dealership network.

Over 200+ Android-powered digital screens were strategically deployed across their dealership stores. These screens displayed promotional information as the client desired. From high-definition videos of their latest car launches to seasonal offers and discounts, they showcased a variety of information.

Key Benefits

The key information displayed by Nissan Motors on these digital signages included:

Product showcases: The digital screens were primarily used to show promotional content regarding their new launches, highlighting key features and specifications. This ensures the creation of buzz and excitement among visitors.

Promotions & campaigns: Besides promotional content, they used the signage system to run marketing campaigns and promotions, which could be updated in real-time across all dealership locations.

Event announcements: The screens also served as a platform to inform customers about upcoming events, such as test drive days, product launch events, and special discount days. This helped in increasing customer engagement and participation in these events.

Why Choose Pickcel?

The integration of Pickcel's digital signage system ensures consistent branding across all dealership stores thus boosting visitor engagement and sales. Now, why did Nissan Motors choose Pickcel, amongst others? It's cost-effective, scalable, user-friendly, and offers real-time content management.

User-friendly dashboard: Nissan Motors onboarded the solution with little support. Thanks to the user-friendly and intuitive dashboard offered by Pickcel, Nissan can add their first 50 screens to the console within just a week.

Support and installation assistance: In the initial days, Pickcel's robust support team helped Nissan set up, ensuring a smooth installation within minimal time.

Remote management: As it was a cloud-based digital signage solution, Nissan Motors could control and manage their screens anytime, anywhere. Furthermore, they could play diverse forms of content to boost visitor engagement.

Scalability: Pickcel's solution was highly scalable, allowing Nissan to add more screens as their dealership network expanded quickly. This scalability was crucial for supporting Nissan's growing operations across India.

The Result

Implementing Pickcel's cloud-based digital signage solution at Nissan Motors India Private Ltd. (NMIPL) helped the brand create a more immersive customer experience. With digital visualization of the products on big screens, the brand noticed increased footfall and higher conversion rates. Besides enhancing customer experience, it also provided Nissan with a powerful platform for promoting its offerings in the highly competitive Indian automotive market.