



Don't forget your most important resource... your TEAM

Motivating your team through their working environment

In the current economic climate, more than ever it is vital that we deliver exceptional customer service to reinforce our Brand values and hopefully ensure repeat business. Obviously the look, ambience and technology infrastructure of a venue is key in delivering this, but it is the staff that work at the venue that are paramount in ensuring that your guests stay is memorable one, for all the right reasons!

Valuing and motivating staff comes in many guises; pay, benefits, empowerment, promotional prospects but also working conditions. Ensuring that care is taken over the environment for your staff areas as well as those for your guests will help your staff to feel valued and in turn help them to 'live your Brand'.

Improving Back of House Areas using AV

Increasingly CGA Integration is seeing savvy employers investing heavily in their staff areas; using AV technology to enhance 'Back of House.' CGA have recently installed sound systems and digital signage at the Dorchester Park Lane and worked with partners to install digital signage at the Waldorf Hilton at Syon Park, to ensure that their staff arrive and leave work in a pleasant environment and are kept up to speed with staff news.

Back of House Sound Systems

Installing sound systems throughout staff changing areas and back of house areas will help staff to feel relaxed when starting and leaving work. Some venues use soothing music, while others choose local radio stations with news, to ensure that the staff are up to speed with what is happening locally, benefiting both them and in turn your guests.

Specialist sound, light & video systems integrators

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Back of House Digital Signage

Gone are the days of paper bulletins to inform staff of important news and key staff events, e mail has taken over, but at times where your staff might not have access to their mobile phone or computer, digital signage, (a generic term for information disseminated through electronic screens), can be used in staff areas to keep them up to speed. Venues are using this to inform staff of; important corporate news, key employee information and more crucially staff social events and activities, even to wish employees a Happy Birthday!

Many employers are very conscientious in differentiating between corporate and staff information to ensure that members of staff feel their events are social occasions. The way digital signage is presented can help with this differentiation.

Help your team to live your Brand

Creating a back of house environment that is synonymous with your Brand, one which is inclusive to the longest serving and newest arrival alike, will help your staff in turn better deliver your Brand to your customers, selling and up selling products much more effectively than brochures or websites alone.

For more information or to discuss how AV could improve your Back of House areas, please [contact CGA Integration](#); Specialist sound, light & video system integrators.

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