

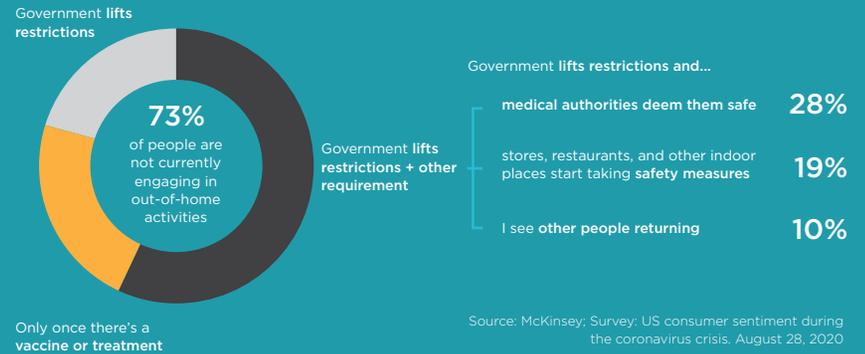
Gateway Use Cases for Safe Space Investments Future-Proofing the Talk Track

By Laura Davis-Taylor

Even if your customer doesn't come out and say it, they're probably thinking: "If I invest in this (enter health-screening tech), is it going to collect dust in a warehouse if and when all of this is over?"

They're right to worry. After all, they have to stand in front of a leadership team that's asking them the same question. They don't want to look stupid and you don't want to lose a deal, so we're going to help you cut the issue off at the pass with the **simple 3-point talk track below**.

Milestones for the US population not yet engaging with out-of-home activities¹
% of respondents awaiting each milestone before engaging



Point #1:

“We don't know if this concern will go away anytime soon ... and we have to legally protect ourselves now, first and foremost with our employees.”

This is a fact, and risk is at play. All research indicates that the public will remain gun-shy about getting back to life as we previously knew it for quite some time, so investing in what we consider “peace of mind” measures should not be considered an option.

For employees, it's more critical. They are under duress to come in regardless of the measures put in place because they need their job to support themselves. To fall on what an employee thinks is ‘reasonable’ to protect their health could become a legal matter. See our Duty of Care piece to dig into this topic in detail.

Point #2:

“I know this is an investment and we're financially strapped—but the worst of it is over once we get it up and operational. From there, we have an infrastructure that gives us some runway for things we've been wanting to do anyway.”

Installing safe space solutions requires financial and human investment to sell in, install, operationalize, and manage. If we lean on point one, it's a necessary investment. As intense as the effort may be to get it all off the ground, there's an upside—that initial hard work can pave the way for ‘experience’ related innovations.

Those with a background in digital signage and AV know what we're talking about; it's all of the sexy stuff that gets us excited, but inevitably never really gets rolled out. See the beauty here? We invest in what may seem like a big process to do something we have to do, but by doing so we open the door to innovations we want to do.

Point #3:

“Think of the possibilities!”

Be prepared if the response you get to point #2 is, “like what?”

Many of the health screening solutions available are Android devices running Windows. That makes it fairly easy for them to become something else—a digital sign, visitor management, a time-card terminal, or one of many other creative applications for re-imagining the hardware. The devices used to track social distancing and traffic can be used for path tracking, wayfinding, and room booking management. We're also hearing buzz about some of the sensors flexing into CRM and personalized, location-based venue messaging.

Most of these alternative use cases would require some development and a flexible platform behind the curtain, so do take note and ask about limitations upfront.

Our Learning Center is committed to sharing important guidance to help the industry navigate the complexities of the ever-evolving Safe Space landscape. The information shared is informed by experience working with client stakeholders, as well as independent research.

For more on how our Safe Space Solutions can help return confidence to your enterprise Please connect with either Beth Warren [beth.warren@cri.com] Laura Davis Taylor [ldt@inreality.com] for strategy and use cases.

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