

ENGAGING AND INFORMING CUSTOMERS WITH INNOVATIVE, STAND OUT SIGNAGE

Melt Shop, a growing fast casual food service establishment specializing in home-cooked food and hand-spun milkshakes, needed digital menus boards in its newest locations to inform customers of product offerings and pricing, as well as to connect with their audience on an emotional level.

QUICK FACTS:

- The Melt Shop, a gourmet fast casual restaurant, wanted its locations to have:
 - an innovative, stand-out way to inform and engage customers
 - eye-catching menu boards and signage, dynamically and easily updated
- Using the Scala platform, Zero-in created a cloud-based digital content solution that allowed Melt Shop employees to easily manage content across locations from one central platform
- Future plans include integrating the digital menu board system into Melt Shop's POS for automated real-time price updates



Scala and partner Zero-In provided the two newest Melt Shop locations with a digital content solution that allow dynamic menu boards to be easily and instantaneously updated, with plans for expansion to other locations. The Melt Shop solution also required interaction and engagement with the shop's patrons in a way that would set them apart from other restaurants in the highly competitive industry.

Scala and Zero-In provided a solution that addressed Melt Shop's needs by installing three digital displays in the new locations, two used for menu item and price, and the third for imagery of signature dishes.

Thank you for putting together what we consider to be the coolest menu board displays in the business. We are very happy with the end product and appreciate you guys working so hard to make it happen. We have big plans for growth and are thrilled that you are our digital menu board partner.

- Spencer Rubin

Melt Shop Founder/Managing Partner



Using the Scala platform, Zero-In created a cloud-based digital content solution that allowed Melt Shop employees to easily manage content across locations from one central platform. Scala Content Manager provides 100% web-based accessibility, drag-and-drop playlist setup and pop-up calendar scheduling for simplicity and ease of use.

Because prices and signature menu items such as gourmet grilled sandwiches, tater tots and specialty milkshakes vary across Melt Shop locations, Zero-In used playlists to create menu templates that can be updated in real-time over the internet, making it easy for Melt Shop employees to ensure the accuracy of each location's menu. Future plans include integrating the digital menu board system into Melt Shop's POS for automated real-time price updates. Zero-In also designed custom marketing and branding content to engage Melt Shop customers. Digital menu boards are placed near the ordering area of each shop, making it easy for customers to review the menu and decide what they would like prior to ordering.





SCALA

About Scala

Scala has a passion for creating intelligent digital signage solutions that move products, consumers, and employees. Driving more than 500,000 screens worldwide, Scala solutions increase sales, improve brand loyalty, optimize customer experience, and reinforce business objectives. Scala is headquartered near Philadelphia, Pa., with multiple subsidiaries across Europe and Asia, and over 500 partners in more than 90 countries.

For more information, visit: www.scala.com.

