

# CASE STUDY: Continental Airlines

## Continental Airlines Improves Efficiency, Reduces Costs, and Improves Customer Satisfaction with MediaTile Digital Signage

Continental Airlines deployed MediaTile's all-in-one, cellular digital signage solution throughout employee and passenger areas in Houston and Newark airport terminals. The MediaTile Digital Sign in a Box™ solution was used to improve employee communications and training, to improve worker safety, increase efficiencies, and improve customer satisfaction.

With the solution in place, Continental realized the following:

- Significant improvement in bag handling efficiencies and reduction in safety incidents
- Dramatically improved awareness of correct policies and procedures among all types of staff
- Faster deployment and understanding of new policies
- Overall improvement in customer satisfaction

**The Problem:** As with any airline, Continental employees at the terminal must be aware of a multitude of rules and regulations, understand the correct policies and operating procedures, and be mindful of the daily objectives and goals of the carrier. Continental needed an in-terminal communications system that could efficiently and effectively communicate important messages to improve employee safety, ways of reducing costs, and tips and guidelines to improve customer satisfaction.

“  
MediaTile's solution has significantly improved our employee communications and helped us to reach our goals in safety, security and customer satisfaction...  
”

- Corey Hoffman  
Manager, Airport Communications  
Continental Airlines

**The Solution:** MediaTile's 32" and 42" cellular digital signs were deployed in employee break rooms, in the terminal ramp area, aircraft maintenance area, in corporate training areas, and in passenger gate areas. The all-in-one MediaTile displays were deployed quickly and easily using on-site union workers. With MediaTile's easy-to-use Broadcast Portal, playlists can be easily created and issued to specific displays to remind employees of safety precautions and procedures for passengers' bag handling and other personal items. These playlists also provide instruction for entry/exit protocol and rules and regulations for the handling of hazardous materials.

“  
**35%** improvement  
in bag handling efficiencies  
  
**30%** decrease in  
safety incidents... ”

Continental  
Airlines 

### **The MediaTile Advantage:**

- Simple, easy to deploy Digital Sign in a Box solution
- Commercial-grade high-definition LCD displays that deliver high-impact messages
- Extremely easy to operate and manage using MediaTile's web-based Broadcast Portal
- Built-in touch screen support is ready for next, interactive touch-screen campaign.
- Touch-track reporting captures user interaction for market intelligence

**About MediaTile:** The MediaTile Company is a worldwide supplier of award-winning, Cellular Digital Signage™ and web-based SaaS solutions that are remarkably easy-to-deploy and operate. Just add power to the all-in-one displays or media players and use the MediaCast system to manage and monitor your merchandising, informational or interactive communications network. MediaTile solutions support leading 3G and 4G wireless broadband networks including AT&T, Sprint, VerizonWireless, TELUS and others, and work with industry-standard displays to give you maximum business flexibility. Backed by our MediaServices team, a 99.9% uptime guarantee, and end-to-end service and support, your network will be up and running in record time, with record results. Visit: [www.mediatile.com](http://www.mediatile.com)