



Case Study: Edwards Lubrication, Inc.

Tim Gardner, General Manager of Edwards Lubrication in the Pacific Northwest, has been a Spectrio customer since 2016 and is currently using our Service Menu Board and Waiting Room TV solutions across the four Jiffy Lube locations he oversees.

The Client's Problem

Tim needed a solution to engage and educate the customers in his lobby. Jiffy Lube corporate provided posters, counter-top ads, and other static PoP material, but customers didn't seem to notice these or ask about the products or services advertised. Tim needed a way to bring this type of content to life.

Spectrio's Solution

When Spectrio and Tim connected, the need for the Service Menu Board program was evident. Not only did it offer a robust library of automotive videos for Tim to use, but the bright, HD display also grabbed customers' attention. Plus, Spectrio had a library of Jiffy Lube branded content Tim could use to reinforce their corporate branding.

The Result

"Educating our customers about our services and products before we ever talk to them about what their car needs is tremendously helpful for our sales process," Tim said. "Whether it's with the Service Menu Board program or Waiting Room TV, having Spectrio's Digital Signage in our locations has really helped our customers understand the value of a repair when one of our Service Advisors recommends it."