

Faster Communication Through Streamlined AV Technology

DirecTV in Englewood, Colorado

DirecTV, one of the world's largest leading providers of digital television, was looking for a solution that would improve operations at their customer care center by delivering a premium video experience through state-of-the-art AV technology.



EQUIPMENT HIGHLIGHTS

- Crestron Fusion Software
- 46" & 55" Samsung LED Smart TVs
- Crestron DigitalMedia Transmitters
- 42" ELO Interactive Displays
- Crestron Touch Panels
- JBL Speakers & Subwoofer

CHALLENGE

Simplified System with Better Communication

The main challenge during the upgrade of DirecTV's customer care center was to provide a more streamlined customer service experience and a better means of communicating to the team members.

ACTION

Design for Ease and Seamless Integration

With the main challenge in mind, Ford AV meticulously planned and designed DirecTV's custom AV network in such a way that made all technologies, from video conferencing to wayfinding, interactive and user-friendly. These solutions allow DirecTV's employees to spend more time collaborating in meetings and less time worrying about how to operate the AV technology itself.

RESULT

Time-Saving User-Friendly AV System

DirecTV's customer care center is now equipped with numerous digital signage displays, user-friendly video conferencing environments, and fully-integrated control systems. Ford AV's design allows for more work productivity throughout the day, all while showcasing DirecTV content to its customers through sleek and interactive installations.