

Enhancing Ashley's In-Store Retail Experience with Rockbot

Ashley, the leading American furniture store brand, sought Rockbot's expertise to address challenges with its in-store media experience. Prior to Rockbot, Ashley was using a legacy media provider and experiencing issues in hardware reliability, content control, and media customization.

Ashley needed a best-in-class solution to enhance customer engagement and streamline media management. Rockbot provided a comprehensive, user-friendly platform, transforming Ashley's in-store media to be more dynamic, cost-effective, and customer-centric.



Key insights

Problem: Aging hardware, constrained media control, and enduring long wait times for content updates on in-store signage.

Solution: Rockbot's integrated platform gave Ashley complete control over its in-store music, digital signage, audio messaging, and TV.

Impact: Reduced media management costs by 50%, improved customer experience, and empowered employees with real-time control.

About Ashley

- Founded in 1997, this well-known furniture retailer spans 1,100+ locations in 155 countries.
- Largest furniture manufacturer in the world and one of the best-selling furniture brands globally.
- Biggest supplier and retailer of furniture in the U.S., and regarded as America's #1 furniture and mattress brand.
- Known for quality furniture and exceptional customer service.
- Has been named one of the best largest employers in the U.S.
- Empowers store managers to take ownership of in-store media — with the help of Rockbot — to provide an excellent, on-brand employee and customer experience.

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We are ecstatic to be working with Rockbot, whose team has made it seamless to transition to a superior system across all our corporate locations. The solution is so turnkey that we could even have our store managers set it up themselves.”

Kelly Davis, Senior Director of Marketing Strategy

How Rockbot Helped Ashley Gain Control, Time & Revenue

In partnership, with Rockbot, Ashley's stores transitioned from an outdated media system to a cutting-edge solution that provides real-time control over all their in-store media.

- **All-in-One Platform:** An easy-to-navigate dashboard provides centralized control over music, digital signage, audio messaging, and TV.
- **Customized Playlists:** The Rockbot curation team helped the retailer create an Ashley playlist that fit the needs of its corporate and licensee locations.
- **Real-Time Updates:** Provides flexibility in promoting products and sales instantly, leading to an increase in store sales and customer satisfaction.
- **Easy Installation:** Media players can be set up in less than 10 minutes by store managers, saving time and installation costs.
- **QR Codes:** QR codes in digital signage direct customers to Ashley's finance website, enabling quick credit card applications for large purchases and enhancing the in-store checkout process.



Results of partnership

50% cost reduction for in-store media management

24/7 white-glove customer support and numerous hours saved scheduling and updating media

600 Ashley's stores leverage Rockbot music, audio messaging, TV, and digital signage subscriptions

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Rockbot's easy-to-use platform helps us give our Ashley customers an engaging in-store experience with digital signage and a diverse music selection.”

Sara Smith, Manager, Brand Strategy

Conclusion

Ashley's partnership with Rockbot marks a significant leap in modernizing in-store retail media management. By incorporating Rockbot's solutions, Ashley has not only streamlined operations, but also enhanced the overall shopping experience for its customers, showcasing the transformative power of innovative media solutions in retail.