CANALPOSTE
TARGET GROUP-ORIENTATED SALES PROMOTION AT THE POS

With the in-store communication solution from screenFOODnet Schweizerische Post operates its trilingual digital signage display system CanalPoste. This is what Post CH AG uses to shorten any possible waiting times for its customers with infotainment and advertising.

Product advertising, weather, news and other important information alternate in an attractively designed loop on the 1-5 well-positioned screens at each post office. In this way, Post CH AG presents advertising and infotainment directly at the point of sale and complements traditional advertising such as posters, dispensers etc.

CanalPoste is currently installed at 252 post offices throughout Switzerland. The replacement of the previous system and the subsequent change to screenFOOD® CS was initiated when the project was launched in 2013. The rollout with the system change in all locations was successfully completed at the end of June 2014.

The contents can be profiled using screenFOOD® CS for target-orientated broadcasting in a way that news, weather, infotainment and advertising could be adapted according to region and contents displayed in the language most commonly used in a given region. National and international companies benefit from the across-the-board digital signage solution that is available to you as a modern channel for medium-compatible advertising. In this way, post office customers can be entertained or advertised to according to target group at the point of sale. Post CH AG uses the implementation, coordination and testing services of Adi Keller from the company 306.ch Keller & Partner GmbH, which has been playing an active role in the CanalPoste project since 1996.

Zusammenarbeit mit:
Poststellen und Verkauf (Post CH AG), Informationsrechnologie (Post CH AG), 306.ch Keller & Partner GmbH

„The technologically demanding system migration of CanalPoste to the screenFOOD CS solution has been realised and introduced successfully thanks to a strong project team. With the screenFOODnet cooperation we appreciate the solution-orientated working methods and the fast reaction times, even with short-term challenges."
- David Müller, Head of System Infrastructure at Post CH AG, Post Offices & Sales (project client)