

Smartphone + Web + Self-service kiosk

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SmartWebKiosk®

Engaging rapidly evolving, technologically sophisticated audiences has never been more challenging. As social networking becomes more and more a part of daily lives, organizations are looking for different, more effective ways to connect with harder to reach communities and constituents.

Challenging best describes the direct communication environment today. With social media growing exponentially and traditional use of the web waning, smart, visionary organizations are identifying and rapidly moving into alternate multimodal medias allowing them to reach into targeted audiences.

St. Andrew Development, a learning technology and information velocity company, is helping companies create and implement innovative, metric based strategies that move audiences to action. From delivering family planning messaging to teens to confidentially communicating with women in abusive relationships that there are alternatives, St. Andrew is a leading change agent developing measurable, effective message dissemination strategies.

Metrics drive funding. And program output and results are part of that equation.

Messages are not created equal. Social groups are comprised of members with different preferred learning styles and modalities. This multidimensional need has created unprecedented need for learning and action outreach models that address cohorts with multiple learning styles along with preferences for interaction modes. Smartphone use now pervades every social, ethnic and age demographic.

Multidimensional self-service learning models are now one of the most effective way to engage diverse audiences and, at the same time, provide measurable output to determine message effectiveness and action. Using discrete, directed Quick Response (QR) codes that enable users to “walk away” with not just a message in their pocket but a role in their life presents unprecedented opportunities to establish an ongoing relationships going well beyond the initial point of contact.

SmartWebKiosk® is a self-service outreach tool that seamlessly combines smartphones, the Internet and self-self-service kiosks to deliver product messages and correlative actions resulting in enhanced connectivity with customers and positive outcomes among targeted communities and populations.

Learn how your organization can benefit from St. Andrew’s innovate community inreach technology today by contacting Jennifer Taylor at 717-848-5818 or by visiting St. Andrew’s web site at www.StAndrew.com.