TECHLINK
THE PROFESSIONAL INSTALLERS NETWORK

CASE STUDY | RETAIL AUDIO

Scaling Retail Audio Installs to Meet Demand

Knowledgeable audio technicians, deployed coast to coast, so a growing music provider could keep pace with every new store.

5,100+
Installs and service calls completed

4,800+
Retail locations served

49
States reached by TechLink field teams

The Client

This client provides hardware and software systems that manage an extensive music catalog for retail environments. Tens of thousands of songs across many genres are customized through a web portal and delivered to each store through a proprietary networked receiver and speaker array.

The Challenge

Installation requests were piling up faster than the client could fulfill them. The bottleneck was getting technicians up to speed on the detailed install requirements of their audio technology. They needed more installs, with less hand-holding, to meet demand.

The TechLink Solution

- **Specialized sourcing.** TechLink project managers used the SIMPL portal to identify professional audio technicians within our national network.
- **Coast-to-coast coverage.** We quickly built a nationwide team of audio technicians ready for multi-site deployments.
- **Less client interaction.** Knowledgeable techs meant fewer questions and faster ramp-up on every install.
- **Engineering support.** TechLink engineering staff backed project managers and technicians throughout the project.

The Results

- **Reduced per-unit** installation time.
- **Demand met.** The client can now keep up with orders.
- **Scalable coverage** across the country.
- **Always in the know** with SIMPL and MOBI tracking.

01 Source — 02 Validate — 03 Install — 04 Track — 05 Service

> **"With our previous vendor, we wouldn't have been able to ramp up the volume of installations our customers require."**
>
> General Manager | Retail Music Provider

750 NW Charbonneau St.
Bend, OR 97703
techlinkservices.com
info@techlinksvc.net
(828) 348-0258