

MOOD: MEDIA

SOLUTION SPOTLIGHT MOOD DIGITAL DIRECTORIES AT CUSHMAN & WAKEFIELD



ABOUT CUSHMAN & WAKEFIELD

Cushman & Wakefield is one of the world's leading commercial real estate firms, serving businesses of all types and sizes with more than 400 offices across 70 countries. Their mission is to "put clients at the center of what's next in the world of real estate," leveraging technology to help drive maximum value for their clients and position them for long-term success.

THE SOLUTION

Consistent with their belief in the power of technology, for more than 5 years Cushman & Wakefield has relied on Mood Media for Digital Directories at multiple commercial properties in the greater Indianapolis region. The use of Digital Directories at key entry points immediately captures the attention of visitors and employees, ensuring that they can efficiently navigate the buildings while providing property managers with a valuable channel for sharing news and other information.

Using Mood's intuitive web-based MVision software, authorized users at Cushman & Wakefield can quickly and easily manage their digital directory content. With a few simple clicks, users can change directory listings, upload images, select different templates and much more.

The use of multi-zone templates allows content managers to maximize screen space and further enhance the professional environment that they strive to create. For example, they can display news tickers along the bottom of each screen and drive awareness of other key locations of their business parks.



THE TESTIMONIAL

Cushman & Wakefield Property Manager Wendy Creech is a huge advocate for Mood Digital Directories. When asked to share her thoughts on the solution, she had this to say:

“Mood Media’s Digital Directories are a superior product in the market. I use Mood Digital Directories for multiple directories within an office park, and the software is easy to learn and implement. As a property manager, it is important to me that I can change content quickly to meet the needs of my tenants or guests, and Mood Media provides the platform to do this efficiently and effectively. I have previously tried other similar directory software packages, but they are difficult to use, cumbersome to learn, and often unreliable. My staff was excited upon learning all of the display options that Mood Media provides. Simply put, Mood Digital Directories exceed expectations. I highly recommend them.”

- Wendy Creech
Property Manager, Cushman & Wakefield