# NEWS

## First impressions hang on the wall

Why the reception begins even before the first conversation.

11 November 2026, Tobias Engl




Before a word is spoken, the space has already spoken. When you walk into a doctor’s office, a government office, or a hotel, the first thing you do is try to get your bearings where to check in, how long it will take, whether you’re in the right place. A screen at the entrance answers those questions before anyone has to ask.

He greets customers, shows them to the right counter, and tells them the approximate wait time without sugarcoating it. When someone takes a number, they see it light up without a name being called out across the room. This keeps the waiting area calm before any restlessness even has a chance to arise.

At the pharmacy, there’s a sign about flu shots; in the hotel lobby, information about when breakfast ends and how to get to the conference room; and at the government office, the necessary documents for each specific matter. Anyone who speaks a different language can choose it themselves. That way, everyone feels included.

It’s a win-win situation. Visitors arrive feeling more relaxed, and the staff’s workload is reduced because they don’t have to answer the same question twenty times a day. ScreenWay keeps this content up to date and processes it on-site, ensuring that health and other relevant data remain within the facility.

© ScreenWay | www.screenway.com

Customer communication doesn't start at the counter. It starts on the wall across from the door, in those first few seconds when a visitor decides whether they feel welcome here.