

Cable Onda – Telecomm services provider

Placing services on display to simplify complexities and induce customer confidence

CULTÉVA



Background

Cable Onda is the leader in Panama's broadband internet, pay-TV, fixed telephony and B2B telecommunications markets, serving more than 500,000 customers using mostly its state-of-the-art Hybrid Fibre-Cable (HFC) network.

Challenge

Cable Onda are expanding its presence nationwide with new and refurbished branches and seek to reinvent its customer experience and present the complete collection of services and products in each location as clean, more fun and high-tech.

Solution

Cultéva was approached by Cable Onda to design a new retail space for two branches.

Two solutions was developed to meet the needs for both stand-alone street access locations and in-door mall tenant facade.



Services completed

- 1 Mission & Vision
- 2 Strategy & Positioning
- 3 Naming & Nomenclatures
- 4 Branding & Identity
- 5 Marketing & Messaging
- 6 Product & Packaging Design
- ✓ Retail Space & Online Appearance Design

"Cultéva developed a retail space design that act as a standard platform for all our future Cable Onda branch locations and its service and product merchandising, point-of-purchase displays and customer service experience. We have used Cultéva repeatedly to generate solutions that fit our needs, and are very satisfied with our collaborations. In the period after implementing our newest retail concept we have seen an increase of the customer retention rate[...]."

–Manuel Garcia, Marketing Director, Cable Onda

The new branch design became a scalable concept complete with brand signs, facade graphics, window displays, lounge area, service and product merchandizing display niches, interior segmentation signage, lighting plans, material palette, custom furniture collection, cabinetry design, POP-display plans, graphic content layout and templates for printed panels and digital screens, and alternative floorplan options.

The new exterior and interior design bring the Cable Onda brand to life for consumers. The new branch space strengthen the brand image and enrich the retail experience by addressing the needs and aspirations of the mass-consumer. This unique flagship retail concept increase the market leader position for Cable Onda and is part of driving further business growth and rapid expansion.