

C Spire Wireless

C Spire Wireless improves product presentation and efficiencies for 32 retail locations with LightEdison.

Inconsistent mismatched lighting system replaced with LightEdison turn-key LED lighting solution.

Challenge

C Spire is the sixth largest wireless provider in the United States and privately owned. In such a competitive marketplace, ownership knew it was essential for all their retail outlets to convey a consistent store appeal to showcase their brands. Initial site reviews revealed inconsistent and lower than optimal light conditions, as well as poorly focused lighting for product viewing.

Solution

LightEdison designed and installed custom LED lighting solutions for 32 C Spire store locations across the state of Mississippi. This phase resulted in the installation of 1,124 retrofit kits, 160 fixture replacements and 453 lamp replacements. The conversions increased delivered lumens by over 20%. Meticulous specification led to color temperature consistency throughout the stores, and dramatic enhancements in product spot lighting. The improved lighting aesthetics were noted by customers immediately. By upgrading all outlets simultaneously, additional installation efficiencies were achieved and the savings and operational benefits were magnified.

Results

Ownership avoided paying a net \$865,519 over the next 10-years. In addition to the very strong financial performance of this installation, lighting energy usage was



reduced by 63%. LightEdison's LED lighting solution also dramatically improved C Spire's store appeal, which C Spire expects to lead to more frequent and repeat sales.

Testimonial

"In a short period of time, we were able to show significant savings across multiple locations in addition to immediately improving the customer and employee experience and morale. Disruptions were minimized to customers based on our carefully planned installation schedule and benefits were immediate!"

– Danny Holland, LightEdison, Southeast US Sales Representative

