

LX-550

- 5-inch touch screen
- Built in fingerprint scanner
- Water resistant design
- 16MP camera
- Reviews: ★★★★★

OFFER €10 per month

125 €

Bluetooth symbol

“ Our original driver for investing in a digital display solution was the ability to update prices centrally and display detailed calling plans in-store but we also expect to achieve long-term cost savings in relation to labor and paper. **”**

Peter Dobos, Retail Sales and Sales Support Manager at Orange Slovakia

OPTIMIZING THE STORE EXPERIENCE

OPPORTUNITIES. REALISED



OPPORTUNITY

Orange Slovakia is the largest vendor in terms of customers and revenue in the Slovak telecommunications market. It has 2.8 million active customers and its network covers 99% of the population. Orange Slovakia was using paper price tags in its retail stores. The tags were time-consuming to produce and inflexible to change making it difficult to launch creative and timely promotions. Furthermore, paper labels were prone to error and were not always synchronised with price and product information online. The company is always looking for ways to differentiate itself and as part of a programme to refurbish all its outlets it set out to deploy a pricing platform to help align product and price information across sales channels.



BENEFITS

- Update prices centrally
- Display product info
- Labour and cost savings
- Free up staff to look after customers
- Respond to competitor activity
- Visually appealing displays
- Quick to install

SOLUTION

Displaydata's ESLs have been integrated seamlessly into the new stores by Orange's store equipment partner ProCam, and Displaydata's partner Laurel KFT. A key reason behind the selection of the solution was its ease of deployment. As well as a full suite of easy to use software to create, amend and distribute eye-catching price, inventory and promotion details to labels, minimal hardware is needed in each store. As well as the battery-powered labels that clip to shelves, all that's needed locally are wireless communicators – that can be fixed in place with two screws – and which provide a secure connection between labels and headquarters.

Peter Dobos, Retail Sales and Sales Support Manager at Orange Slovakia, explains: "We preferred the design quality of the Displaydata platform, as well as its ease of implementation."

To date, 23 Orange Slovakia stores have been refurbished and feature Displaydata's attractive large format fully graphic displays.

RESULTS

The installation of the technology took less than a few hours to complete for each store and requires minimal IT support to manage.

With Displaydata's fully graphic electronic shelf labels, Orange Slovakia can now update pricing and promotion instantly and introduce promotions quickly with a centralised system. It can also respond with agility to competitor activity in real-time by updating pricing or displaying competitor pricing; at the click of a button it can remotely make changes in each of its stores instantly. From an aesthetic point of view, Displaydata's attractive digital displays also help to make stores look modern and visually appealing.

Another benefit of Displaydata's technology is the peace of mind it gives to Orange Slovakia. With price information handled automatically, it has more time to focus on its growth strategy.