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Martin Larsen, Employee at Telia

New Store Concept with Displaydata ESLs Merges Physical Stores and Web Shop Together

Opportunity

In a competitive market requiring responsiveness and efficiency, Telia Company, the third largest supplier of telecom services in the Danish market, has to be constantly alert when it comes to marketing and pricing. With this standard in mind, Telia is always looking for innovation to enhance its stores and create new business opportunities.

The mobile communications, broadband and TV company has initiated a major modernization of its store network, including a change in design.

Besides reinforcing the Telia store concept, the new design is also intended to help strengthen superior customer service. As part of the new store concept, Telia recently introduced Displaydata's electronic shelf labels (ESLs) and partner **Delfi Technologies** solution in the chain's 52 stores to implement real-time product and price changes at the shelf edge.



Opportunity

The company has gone from changing prices manually every time a product or price change occurs to having a fully automated cloud solution with ESLs, helping merge the chain's physical stores and web shop together.

“With Displaydata’s ESLs, we can now guarantee that our customers get the same price in our physical stores as online,” said John Remme, Retail Manager, Telia Company. “This gives them a more consistent experience across all channels.”

The ESL solution from Displaydata and partner Delfi Technologies requires only an internet connection and a wireless communicator to get started. The wireless communicator is used to transmit data to and from the ESLs. The shelf labels are updated from Telia’s head office, which manages the physical stores as well as the web shop www.telia.dk.

“It has been incredibly easy to get started,” said Remme. “We just had to connect the communicator and link our products to the ESLs. Everything happens online and product information comes directly from the head office.”

Because the solution is wireless, the store has more freedom to place and mount the ESLs. As part of the new store design, Telia has chosen to integrate the ESLs directly in the stores’ tables where phones and tablets are presented. In addition, they are also mounted on accessories and other equipment.

“The ESLs are included as a natural element of our store concept,” said Remme, who also believes the Displaydata and Delfi Technologies solution plays a key role in creating the more professional impression that Telia strives for.

Results

The solution has already released more time to the associates, who previously spent many resources on changing prices manually. This time frees up associates to focus on customer service instead.

“Displaydata’s ESLs make continuously updating prices easier,” said Martin Larsen, employee at Telia, Købmagergade in Copenhagen. “When price updates happen at the head office, they are immediately updated on the wireless labels in the store. This means that we always have updated prices at the shelf. Before, we had to print and change the new price tags ourselves, which took a lot of time away from the customers. We can use that time much better now.”