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Jes Gravesen, Managing Director

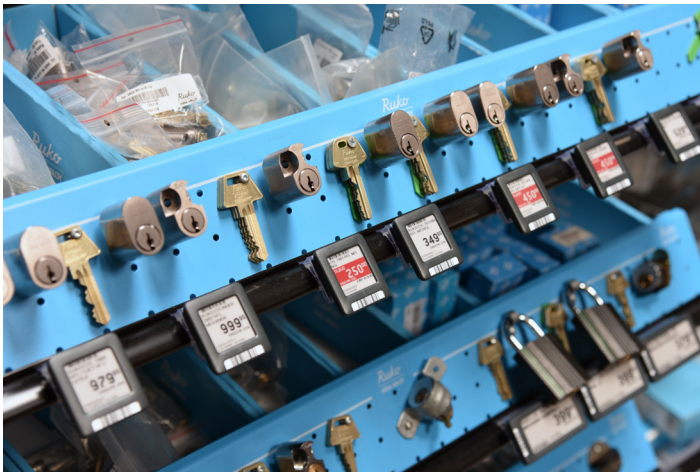
XL-BYG Case Study: ESLs Give Home and Hardware Retailer More Time for Customer Care

Opportunity

To give employees more time to focus on maintaining high levels of customer service while managing in-store promotional campaigns and price changes, the CF Group (part of XL-BYG) decided to introduce Displaydata’s Electronic Shelf Labels (ESLs) with partner **Delfi Technologies** throughout five stores in May 2018.

“The response from our employees was overwhelming, especially from associates who have daily contact with our in-store customers,” said

Jes Gravesen, managing director. “Today, our associates spend hours printing shelf labels each week, taking the old ones down and putting up new ones. This time will soon be used to better serve customers. Our employees that have direct contact with customers are thrilled that they will be spending more time with customers instead of physically changing price labels.”



Opportunity

According to Gravesen, the idea of introducing ESLs is not new, but has not been a focus until now. For years, Denmark has shied away from technology investments due to the financial crisis, prompting the XL-BYG CF Group to hold back from investing in new projects. The DIY industry, however, is now very healthy, leading XL-BYG CF Group to decide it was time to move on the investments they've wanted to make in recent years.

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Results

According to Gravesen, nothing ruins a pleasant customer experience more than when an in-store price doesn't match the price to pay at checkout. This doesn't happen often at XL-BYG, but when it does, it can be quite annoying to all parties involved.

For example, when XL-BYG has promotions planned for a Saturday campaign, the associates start replacing the small paper labels on the shelf edge on Friday afternoon in order to be ready for Saturday. This means the store actually launches the campaign half a day before each time. By the time Saturday comes around, customers who want to take advantage of the promotional offer might go home disappointed if the products are already sold.

"That scenario is fortunately very rare, but it is a risk we want to avoid. At the same time, our associates also uses many resources to replace paper labels while still also having to take care of customers – that arrangement is not optimal. With Displaydata's ESLs, we can quickly change the price of the selected promotional items on Saturday morning, just before opening hours."

With Displaydata's ESLs, it is possible to plan campaigns and price changes without having to calculate in the time it might take to print and replace paper labels, an initiative that makes the work for employees, management and suppliers far more flexible than before.

For XL-BYG CF Group's corporate social responsibility (CSR) initiatives, ESLs plays a big role.

"In the same way that we have changed some of our business processes and procedures in order to be more environmentally friendly, the shift from paper labels to electronic pricing is another initiative that supports our CSR goals," said Gravesen. "I'm not fully aware of the exact amount of paper we previously used for our shelf edges, but our goal is to hit zero with Displaydata's ESLs."

In addition to the fact that the XL-BYG CF Group has a natural interest in being a responsible company, it is also experiencing a growing demand for documenting the fulfilment of its CSR strategies. This is especially given the fact that the retailer also supplies building materials to numerous projects in public procurement.