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Gert Farup Lindquist, Chain Manager

Displaydata’s Electronic Shelf Labels Convert Visitors into Customers at Eventyrsport

Opportunity

As a leading outdoors and sports retailer in Denmark, Eventyrsport sought to maximize growth by creating a more efficient in-store process for pricing and labelling. As such, the retailer began exploring the benefits associated with electronic shelf labels and was attracted to the possibility that time associates once spent manually changing prices could be replaced by increased opportunities to provide more customer service. With the goal of converting

every 1.5 visitors into customers per day, in one of the chain’s 11 stores across Denmark, this conversion equaled the investment in electronic pricing. In the long run, the investment is expected to deliver an even better result to the bottom line.



Solution

In celebration of Eventyrspor's new location Algade in Roskilde, Denmark, the store opened with a brand new look. Displaydata's electronic shelf labels are mounted on all shelves and clothes hangers. Both customers and associates were excited about the stylish design and clear pricing.

"We are a retail chain where quality and customer service are our top priorities, and therefore we have chosen to invest in electronic price tags," said Chain Manager Gert Farup Lindquist. "When our product range is of high quality and the brands we sell are priced above average, our customers expect similar high expert advice. With electronic price labels, associates are enabled to provide that expected advice to customers through the time they get back from manually updating the price labels themselves. We expect to see the positive outcome of the investment at the bottom line within a relatively short time."

The chain calculated the amount of time that was actually spent on manual price changes, and found each store used about two hours every day labelling clothes and other items. This calculation, as well as other benefits, motivated management to invest in electronic shelf labels.

In addition to associates having increased ability to focus on customers, Farup is also excited about the massive amount of paper signs no longer taking up space in stores.

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Results

So far, Eventyrspor has installed approximately 1,000 Displaydata electronic shelf labels with partner **Delfi Technologies** at the Roskilde store and is expanding this initiative to a new store planned to open in Vejle soon. According to Farup, the task of labelling and changing prices on products has never been a favorite among store associates. With ESLs, the associates primary task will now be to focus on customer service, a change that has been well received by employees. The concept and the digitization of 3's stores will continuously be re-designed within the next 2.5 years. The first eight stores have already been rebuilt and the following are underway.