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Cyrill Schwarzer, Chain Manager

Düsseldorf Photo Retailer Foto Koch Can Now Keep In-Store Product Prices Up-To-Date with ESLs

Opportunity

Due to the photo retailer's hourly comparison of internet prices, Foto Koch customers are guaranteed to always pay the right price. However, in order to make sure these prices are accurate in real time, the retailer made a simple update in the ERP system and deployed Displaydata's Electronic Shelf Labels (ESLs) with partner **Delfi Technologies**.



Solution

According to Cyrill Schwarzer at Foto Koch, the ESLs have given the photo company substantially greater flexibility by allowing the store to make price adjustments every six minutes on the labels, even when processing all 50,000 items in their product range. For some camera models or lenses, prices change up to three or four times per day, especially during trade fairs.

Results

For customers, this means maximum transparency since the products on the shelf are always up to date with the current prices. For Foto Koch, this means the more changes that are made on the ESLs, the more time the retailer can save.

According to Schwarzer, “Transparency makes our customers feel more respected, knowing that there are getting the best price. In fact, the Displaydata ESLs visually updates when the price is changing. It’s an indication that things are moving, which our customers like.”

Color indications can also be implemented on request. For example, sale prices appear in red on the ESLs. Foto Koch uses this feature to draw attention to cashback promotions or to indicate that the item is sold with a free gift.

When it came to support from Displaydata and Delfi Technologies, Schwarzer said the experience has been very positive and uncomplicated. “Displaydata has made life easy for our technical advisors, especially during a sales pitch, as the ESLs show in near real time if and where a requested item is in stock. Since the ESLs can give our associates all the information they need on the spot, no one has to break away to the computer to check product availability. With the help of ESLs, we can stay with the customers during the sales process, and not risk losing them by temporarily walking away.”