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Christian Carl Christiansen, Director

## Geocker Case Study: Displaydata ESLs Have Helped Goecker Re-Brand the Store to New and Existing Customers

### Opportunity

For more than 150 years, Goecker has sold photo equipment to photography professionals, companies and institutions. The company is now, however, in the process of expanding its customer base to include a wider range of photo enthusiasts and businesses of all sizes looking for professional photo equipment. With a new focus on its customers, Goecker needed to change its company profile and external brand. Goecker is no longer known as a retailer

that only focuses on a niche group of professional photographers, but as a retailer that can provide photography products and support to a wider range of customers with more diverse backgrounds.



## Solution

According to Christian Carl Christiansen, director of Goecker A/S, Displaydata's ESLs (in partnership with Displaydata's partner **Delfi Technologies**) have been a key part of the company's rebranding efforts.

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## Results

With the installation of Displaydata ESLs, Goecker has reported that store associates now have more time to focus on sales and customer service, rather than spending time constantly having to look up the correct prices on products.

According to Kenneth Lauritzen, store associate at Goecker, "Engaging with our customers – and the entire sales process in general – has become much easier with the ESLs. In the past, we had to interrupt our sales dialogue and leave the customer for a while to confirm product prices. In order to be able to tell the customer the exact price on products, we had to look them up in our computers and calculate leasing prices. Now, we have all the necessary information available at the shelf edge – much to the delight of our customers and

to ourselves. The ESLs have also made it easier for our associates to upsell during the sales process."

"Today, we are using a solution that is making selling to our new and existing customers easier for our associates, ensuring that all prices in our sales channel are always updated," said Christiansen.

As well, Goecker's omnichannel strategy gives its customers a valuable experience on all its sales channels. To maintain this expectation, Displaydata's ESLs provide Goecker with an easier way to manage dynamic pricing.

"We are a player in a market with constant dynamic price movements and we therefore have to adjust our prices accordingly," said Christiansen. "With the Displaydata ESL, we only have to change the prices at one single location, but the changes are effected on all sales channels. We no longer need to waste valuable time remembering to replace price tags in the store."

On the decision to use Displaydata's ESLs, Christiansen said it was an easy choice to make. "We had heard about the solution from a Norwegian company, similar to ours. The Displaydata technology was of big value to the company, so I was confident it would also be of great value to us. The implementation process was easy and we've only had positive experiences with the ESLs. We are now planning to integrate the technology in our stores in Aarhus and Stockholm."