

“ The Displaydata solution can do so much for us. We can launch promotions more effectively, ensure that there are no price errors, keep our employees happy and, make more money by allocating our time to merchandising and customer service. ”

Kresten Haubo,
Warehouse Director, Kvickly Jyllinge

SAVING \$104,000 IN ONE STORE

OPPORTUNITIES. REALISED

OPPORTUNITY

With annual revenues of approximately DKK 50 billion (US \$9.2 billion) and more than 35,000 employees, Coop Denmark is a giant of the Danish retail industry. Owned by FDB, a cooperative with more than 1.7 million members, Coop Denmark operates several retail chains including Kvickly, SuperBrugsen, Dagli'Brugsen and coop.dk.

Coop wanted to provide its retailers with a more agile way to price products and launch promotional campaigns throughout their stores.





BENEFITS

- Saving of 600,000 DKK (US \$104,000) from manual repricing
- Free up two to three staff members per week
- Reduce wastage
- Optimise replenishment
- Improve customer service

SOLUTION

Coop selected Displaydata's electronic shelf labels. The Kvickly Jyllinge store, located just north-west of Copenhagen, became the first Coop outlet to install the technology with the help of Displaydata's partner, Delfi.

Coop's decision to go with Displaydata was heavily influenced by the fact that its technology is designed for the enterprise so it's easy to install, run and maintain. Displaydata's software provides everything the Coop needs to centrally create label templates, connect to its ePOS systems, distribute changes to labels, monitor their status (labels send health status back to HQ) and report on pricing activity. All that's needed in-store are the battery-powered labels, which clip to shelves, and a wireless communicator that's easily installed with just two screws. As each communicator can cover 50,000 square feet and 65,000 labels, most stores will only need a small number of communicators.

"We approach everything with the aim to 'Keep It Simple,'" says Kresten Haubo, Warehouse Director, Kvickly Jyllinge. "The Displaydata installation was straightforward and uncomplicated. It was so simple that we deployed 12,000 electronic shelf labels across our store in less than 48 hours."

RESULTS

Kvickly Jyllinge is seeing a number of benefits. These include the ability to introduce promotions more quickly, reduce wastage, improve customer service and optimise inventory and replenishment.

In terms of promotions, the store now has much more agility. "Once the electronic shelf labels are in place, everything's controlled through our Point of Sale (POS) system, which means that we can react quickly if we need to increase or decrease the price for a single product or an entire product range," says Kresten Haubo. "We just press a button and it's done."

Immediate price execution is also particularly effective in reducing waste associated with perishable products. Prices can now be steadily reduced throughout the

day for items such as milk, helping to resolve a costly problem faced. Comments Kresten: "Instead of having to dispose of remaining stock at the end of the day and wasting money, we can instead sell it at a reduced price. That just makes good business sense."

There are also strong benefits around customer service thanks to improvements to pricing accuracy. Previously, and even though the store's price systems were accurate, there were often issues at checkouts with the price of labels not matching those at the till. This was frustrating for employees and customers who had to go to the kiosk and queue up again for a refund. The store no longer has any price errors - "None at all" according to Kresten - which is helping to reduce kiosk queues and increase customer trust and satisfaction.

The remotely updated labels are also eliminating the time associated with repricing items. To manage weekly price changes, staff had to report to work later on Saturday evenings and earlier on Sundays to manually adjust labels. The same applied on Mondays when promotional material arrived at the store. And, the labels can also display information to help with merchandising and replenishment - including scannable barcodes, order numbers and the ability to see whether items are 'back stock' or 'front stock'.

Commenting on the advantages of this, Kresten says: "We can now focus on our merchandise and serving our customers better. We expect to see an increase in sales by focusing more attention on keeping our shelves fully stocked, and serving customers. The labels show the number of units per package, which is particularly useful for restocking shelves accurately and we expect the overall cost savings in staff time to be around 600,000 DKK (US \$104,000) a year. These revenues are being redirected to efforts that will result in more sales, and more profit, for our store."

Concluding with his views of the solution, Kresten observes: "The system from Displaydata and Delfi is a really good, future-proofed investment. There are so many other possibilities we can explore with the technology that we haven't touched on yet. But for now, it saves us so much time...time that we can put to good use elsewhere in our store."