



“Very few people think that the task to print price labels and replace them in the 11,200m² store is the most fun job in the world. Now associates are released to do what they are best at and actually trained in – customer service.”

Mads Jørgensen, CEO of all BAUHAUS stores in Denmark, Norway and Iceland

Reducing price errors and driving increased levels of customer service

Opportunity

BAUHAUS is an international hardware chain with more than 300 stores in 19 countries. BAUHAUS in Denmark has 17 warehouses distributed evenly across the country and several more are on the way. The company wanted to improve the customer experience in-store, while reducing price errors and relieving associates from the time-consuming process of amending paper-based price labels.

Solution

BAUHAUS has recently engaged with Displaydata and partner Delfi Technologies to roll out Displaydata's Electronic Shelf Labels (ESLs) in its store in Tilst, Denmark. A range of Chroma Red products are used (Chroma 16, Chroma 21, Chroma 29, Chroma 37 and Chroma 60), on more than 40,000 items stocked at Tilst and are immediately visible when shoppers enter the store. Each ESL can be remotely changed in seconds using a single computer at the BAUHAUS head office. Implementation of the labels was painless and completed in less than a month.

Results

After the integration of the ESLs, the level of price errors is minimal. In the past, many price changes in the lead-up to a campaign were executed the day before by associates, creating the possibility that shoppers purchased goods before the campaign announcement. But now that prices are changed in seconds, the danger of discrepancies between what's paid at the checkout and the advertised price is removed. The agile nature of the ESLs also means it's much easier to run campaigns and exploit potential new areas of sales because it takes only a few seconds to change prices.

Another advantage is the time saved by not having to print and change paper labels. Associates are now able to meet an hour later at the weekend (when many promotions are launched) and focus more on customers at a time when it is busiest. In addition to BAUHAUS in Tilst, another BAUHAUS store is opening in Kolding in the spring and this store will also implement ESLs.

Benefits

- Reduction in price errors
- Agile pricing for sales and markdowns
- Improved associate morale
- Improved customer service

