



“The digitization that we are going through right now is well connected with our wishes and goals of being more than just a subscription and phone store,” said Schneider. “In addition to selling our quality solutions, we want to inspire, guide and meet our customers at eye level – and that’s what our stores are going to reflect. It’s important to us that our customers feel welcome and heard, while distancing us from the time where the tele industry sold subscriptions from the requirements of the telephone operator and not the customer.”

Lasse Schneider, Head of Retail and Telesales Consumer Market

3 Stores Aims High and Brands Itself Digitally With ESL Opportunity

Opportunity

The telecommunications company, 3, strongly focuses on the digital customer experience. Continuing this tradition, the retailer decided to roll out new store concepts in several of its stores in Denmark. The new 3 stores sought to adopt a more inspiring and interactive customer experience using Displaydata Electronic Shelf Labels (ESLs), as well as a stylish and welcoming environment that embraces the consumer.



Solution

The stores' new décor, complete with the brand's recognizable orange colour, is now more neatly presented and welcoming with Displaydata's ESLs. In order to provide the necessary information and clear pricing, 3 found the Displaydata and partner **Delfi Technologies** solution optimal.

Lasse Schneider, who was responsible for the transformation of the 3 stores, was present at the re-opening and explained the digital transformation, which 3 has prioritized.

"The digitization that we are going through right now is well connected with our wishes and goals of being more than just a subscription and phone store," said Schneider. "In addition to selling our quality solutions, we want to inspire, guide and meet our customers at eye level – and that's what our stores are going to reflect. It's important to us that our customers feel welcome and heard, while distancing us from the time where the tele industry sold subscriptions from the requirements of the telephone operator and not the customer."

Results

The ESLs, accompanied by large digital screens, are placed near the entrance of the stores and directly inside the stores in proximity to promotions and offers. The digital solutions replaced the previously printed posters, sandwich boards and A4 signs in the store. According to Schneider, the digital solutions free associates from mundane tasks to focus on what they are great at – helping customers. The associates are happy they no longer have to spend time printing, putting up posters and changing prices in the store.

"Next to all mobiles, speakers and similar products, there is an ESL with the essential information about the product, as well as the price," said Schneider. "The essential information includes, for example, the description of the subscription form or a specific feature that is highlighted. The clear price labelling is extremely important. The ESLs also provide flexibility and efficiency, as we can change prices and adjust the supporting text, with very little effort."

"Being able to deliver a good customer experience is definitely my driving force," said Schneider, who has big expectations for the concept. "I want our customers to feel welcome and let them know that we have a sincere interest in servicing them. Our stores must provide comfort, uniformity and recognizability. Therefore, we have in the concept development thought of all the details which can contribute to the optimal customer experience, such as music, light, smell and interior."

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.