



“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.

