

## 3 ELECTRONIC SHELF LABELS

# DIGITAL SIGNAGE CREATES MORE TIME FOR CUSTOMERS AT 3

*The staff members in the telecommunications company 3's stores do not have to worry about updating product information or prices, as all the stores have installed electronic price tags from the IT company Delfi Technologies. The stores can therefore instead focus on creating the best possible service experience for customers.*

The customers at 3 are today diligent users of data on their mobile phones and have for several years had the largest data consumption in Denmark. Many of the customers also visit 3's physical stores, where they are greeted by a stylish universe with inspiring experiences. In the stores, they can find a large selection of mobile phones, accessories, and delicious gadgets, and lifestyle products at sharp prices.

The prices in the stores are automatically updated using electronic shelf labels that Delfi Technologies has delivered to 3's stores. In this way, 3 can ensure the necessary, clear signage with essential product information and clear prices, which ultimately helps customers and improve the overall experience.

### MORE TIME FOR SERVICE AND ADVICE

New information about products as well as new campaigns are automatically sent out to the electronic price tags. In this way, the staff can instead concentrate on the customers and creating good experiences in the form of the right service and advice.

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**– Lasse Schneider  
Head of Retail at 3**





- The collaboration with Delfi and the electronic shelf labels is a key element in our strategy to ensure good customer experiences in the stores. Digital signage is an important tool that enables our staff to focus on customers and do what they do best - namely to provide first-class service and advice, says Lasse Schneider, Head of Retail at 3.

### SEE DELFI'S SOLUTIONS

Delfi Technologies has made a virtual store version of the 3 store at Strøget, Vimmelskiftet 47 in Copenhagen.

In the virtual store, it is possible to move around and experience different digital solutions from Delfi Technologies through a 360-degree digital tour. It is also possible to find more information about the Breece solution with electronic shelf labels that are being used in 3's stores.

### ABOUT 3

3 offers mobile telephony and data connections via 3G, 4G, 4G+ and 5G mobile networks. 3's customers are diligent users of data on their mobile phones and have for a number of years had the largest data consumption in Denmark. With an offer of free roaming in 72 countries via the 3Like-Home concept, 3 wants to be the preferred telecommunications company for Danes who want to travel. 3 in Denmark is part of 3 Group, which is represented in Italy, Austria, England, Ireland, Hong Kong, Indonesia and Sweden. 3 is owned by CK Hutchison Holdings Limited (60%) and Investor AB (40%). Read more about 3 Group at [www.three.com](http://www.three.com) and about 3 at [www.3.dk](http://www.3.dk).