

NEW SOLUTION OPTIMIZES LYSMESTEREN STORES

At Lysmesteren in Næstved and Charlottenlund, which are part of Denmark's biggest lighting chain, the stores have introduced electronic price tags from Delfi Technologies. A solution that has been implemented to gain focus and to optimize the most important processes – sales and counseling of lighting solutions.

Rasmus Stuhr, the co-owner of Lysmesteren Næstved and Charlottenlund, is continuously looking at how to optimize the business to make even better results. This is generated by a daily focus on maximum efficiency in the store operations.

In this context, the need and wish of reducing the time-consuming work of updating prices and product information, arose in the two stores. Therefore, Rasmus Stuhr contacted Delfi Technologies, a supplier of solutions with electronic price tags.

BIGGER CHANCE OF IMPULSE PURCHASES WHEN THE PRICE IS CORRECT

Now, the stores in Næstved and Charlottenlund have electronic price tags which ensure an automatic update of new prices and campaigns, centrally managed by the Lysmester chain, as well as local price changes in the two stores.

According to Rasmus Stuhr, there is a bigger chance of a customer making a more impulsive purchase decision in the store, when the price at the shelf is correct.

- Not everyone can relate to a 20% discount, when it is not subtracted until the payment. But it makes sense when the price at the shelves is adjusted –

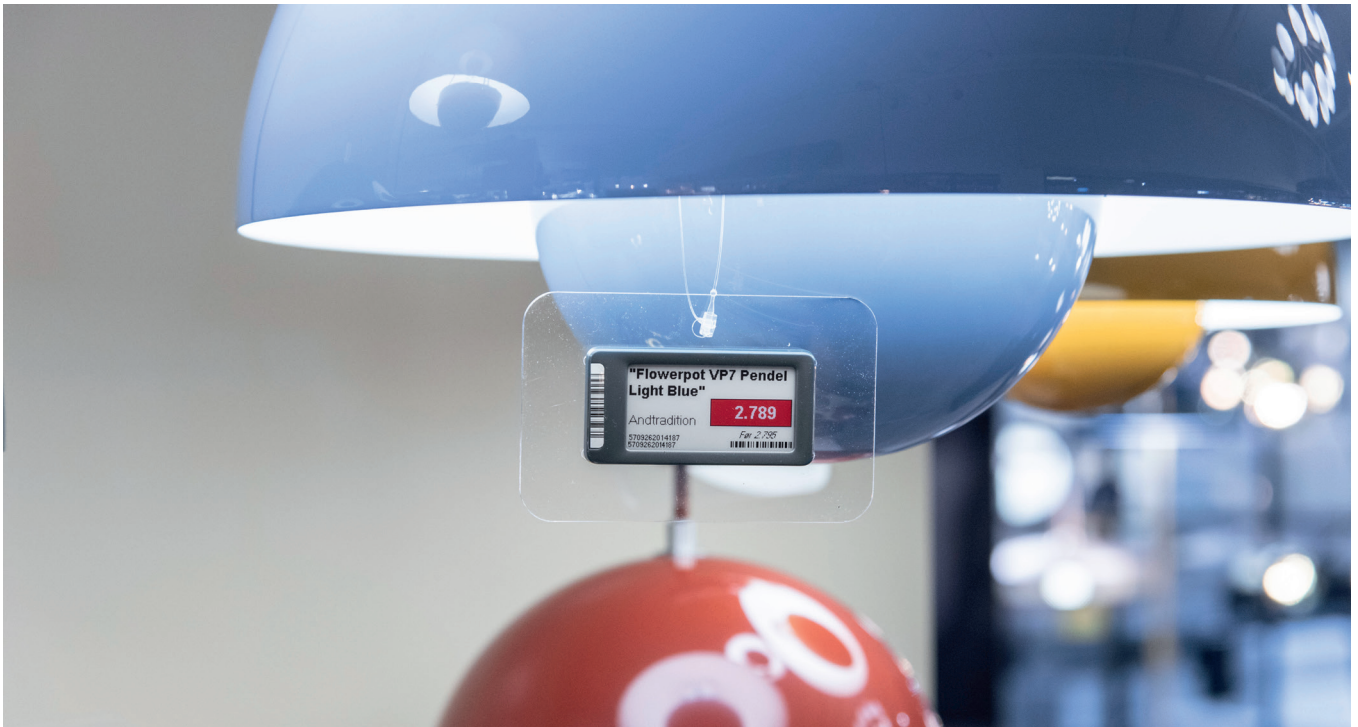
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– Rasmus Stuhr,
Co-owner of Lysmesteren





that is something everyone can relate to, he says and continues:

- With electronic price tags our prices are now updated automatically. It has a significant impact in the daily operation, and thereby, we have optimized some very time-consuming processes.

NEW OPPORTUNITIES ARISE

Since the paper has been replaced with a digital solution, new opportunities have arisen to show other types of information to the customers. Information which would not have made sense to show before, because it would have demanded an exchange of every single price tag in the stores.

- We had a wish of making the stock inventory of every product visible directly at the shelf front. With the digital solution, we are now able to do this. This gives us a unique opportunity to show the actual stock, Rasmus Stuhr tells and continues:

- Now we also have way better, and even easier, opportunities to launch new campaigns. As an example, at Black Friday – we can create a special campaign with its own unique design at the shelf front. Previously, it would not have made sense, since we had to switch everything in the store, Rasmus Stuhr explains.

ABOUT LYSMESTEREN

Lysmesteren is Denmark's biggest lighting chain with 30 nationwide stores which offers a wide selection of lamps in simple and elegant designs. For more than 10 years, the chain has sold delicate lamps from design labels – from Le Klint to Louis Poulsen.