

IMERCO HOME



HAPPY EMPLOYEES AND BETTER TIME FOR CUSTOMER SERVICE AT THE NEW IMERCO HOME

Imerco opens more and more stores under the new store concept Imerco Home. The interior design of the stores must be inspiring and electronic shelf labels play a crucial role in this new concept. One of the side benefits is happy employees and better time for customer service.

Early 2018, Imerco launched its new store concept under the name of Imerco Home with a special focus on inspirational ideas for home interior. The new store concept and the good store locations came in connection with the acquisition of the Inspiration chain, where some of the previous Inspiration stores now have been converted into Imerco Home stores. The store concept is well planned and there is a clear plan for the design and interior in the new Imerco Home stores.

- The Imerco Home stores will offer exciting ideas for interior design. With the new concept, we have placed great en-

thusiasm in an inspiring and stylish look. In addition, electronic shelf labels are part of this concept – they fit well on the stylish side too, but most importantly, they generate considerable time savings that our employees can convert to increased customer service, says Thomas Sonne Hansen, District Manager at Imerco and responsible for the implementation of the electronic shelf labels.



FROM PAPER TO ELECTRONIC SIGNS – A GREAT HELP IN EVERYDAY LIFE

The project with electronic shelf labels started at Imerco in 2015 when the first store replaced traditional paper labels with electronic signs. The solution helps create a consistent experience across all sales channels - Imerco, Imerco Home and the webshop imerco.dk. In addition, it is a big

help in everyday life, says Thomas Sonne Hansen, who has been associated with the project from the start:

- I have only received extremely positive feedback regarding the electronic shelf labels in our stores, it is a major help in the everyday life. In practical terms, the solution runs in the cloud and it gives us an easy



operation and maintenance of all stores. Once you have switched from paper to electronic signs, you don't need to do more. After that, all prices and product information will update automatically at the shelf. With the additional focus on house and interior design at Imerco Home, customers will be welcomed by a different and exciting shop experience in the new stores. At the same time, the service must be world-class.

- The strategy behind Imerco Home is to embrace on a broader level - both in terms of range in home accessories, but especially also in terms of our target audience. We want to inspire even more and continue to provide the best possible service. Electronic shelf labels are a tool that gives employees better time to provide good service, says Charlotte Nielsen,

District Manager at Imerco, responsible for 32 Imerco stores in Zealand.

ABOUT IMERCO

Imerco is Denmark's largest retail chain within kitchen supplies, tableware, gifts and home accessories. With the Imerco and Imerco Home stores, the Group has a total of 183 stores and the webshop Imerco.dk. In addition to Imerco's usual assortment, Imerco Home stores a larger and more variable range of housing accessories, design, decors and gifts.