

# PHOTOGRAFICA



## LARGE PHOTO STORE INTRODUCES NEW TECHNOLOGY – TO HELP BOTH STORE ASSOCIATES AND CUSTOMERS

*Photografica is a professional photography store in the heart of Copenhagen. Here, personal counseling and service play a crucial role. To the benefit of both employees and customers, the store has installed electronic price tags.*

With a central location, and within walking distance to the Round Tower, Nyhavn, Christiansborg Castle, and other Danish attractions, you can find the Photografica photo store. The client base is both tourists and professional photographers, but the majority are amateur photographers who need advice and help in choosing the right photo equipment.

As a customer of Fotografica, you can choose to shop online at [www.photografica.com](http://www.photografica.com), where you can choose delivery or pickup in the store. If, on the other hand, you want to see the equipment first and spend more time on getting the necessary advice, you can instead choose to visit the store.

## MORE TIME FOR CUSTOMER ADVICE

Electronic shelf labels have been installed in the store to make sure prices are always updated and match prices on the web shop. Fotografica continuously monitors prices in the market and makes sure that they can offer competitive prices. Therefore, it is also necessary to update the prices on an ongoing basis - in fact, every day according to Rod Clemen, who is a sales consultant at Fotografica at Skindergade in Copenhagen:

- It should be easy to handle price adjustments since we spend a lot of time on it. We change prices and make new offers every day. Therefore, we have installed electronic shelf labels, so prices are updated automatically when we make a change in the system. In this way, Fotografica frees up more time to serve customers and provide the competent advice needed when purchasing photo equipment.

## HUMAN ERRORS ARE ELIMINATED

According to Rod Clemen, the biggest argument for replacing paper tags with electronic shelf labels is indeed time savings. In addition, the handling is simple as it all runs online, thereby minimizing the risk of human

errors. The risk of errors is greater when using paper where you must physically replace and change each paper label.

- Previously, there was a significant risk that human errors could occur - simply because you can forget to change a price or because



you get disturbed by something else in a busy workday. With electronic shelf labels, we have eliminated that risk, says Rod Clemen.

## **BENEFITS FOR BOTH STORE ASSOCIATES AND CUSTOMERS**

For the store associates, this is an advantage as they do not have to worry about changing prices manually on all items. Instead, prices automatically come out to the electronic shelf labels, directly from the system.

This is an advantage for customers, as prices are always up to date, and as a customer, you do not have to worry about price errors. There is also available space to connect additional product information on the signs, which can help advise and tell more about the products.

The installation of the system is simple and can take place during the opening hours since you can just take a part of the store when it fits into the planning. Little by little, products can be connected to the electronic price tags and then there is no longer a need for the paper shelf labels.

## **ABOUT PHOTOGRAFICA**

Photografica is a professional photography store that offers a wide range of cameras and accessories from all the major brands - both new and used equipment. The store is located in the heart of Copenhagen close to Strøget and Nørreport. The store also runs the web shop [www.photografica.com](http://www.photografica.com).