

PLANTORAMA HILLERØD



WOW FACTOR AFFECTS THE BOTTOM LINE AT DENMARK'S LARGEST GARDEN CENTER CHAIN

The rollout of electronic shelf labels is in progress at Plantorama, which expects both economic and operational benefits by replacing the paper shelf labels in all of the chain's garden centers. Staff members need more time for customers and it should be easier to manage campaigns across the garden centers.

Plantorama currently has 11 garden centers in Denmark spread over Jutland, Zealand and Funen. In all locations, electronic shelf labels will be installed to ensure price accuracy all time.

In addition to creating a greener profile, the expectations have also been met when it comes to making a positive impact on customer experience and satisfaction of the staff members, says Heidi Paaske Christensen, project coordinator at Plantorama, who also has been involved in the project with electronic shelf labels right from the beginning:

- Our expectations have been met for a solution that benefits both our customers and staff members. The staff is saving a lot of time, especially at the start and end of a campaign, and can focus more on the customers after we have started to implement electronic shelf labels in our garden centers.

BETTER EXPERIENCES FOR CUSTOMERS

Plantorama is today a getaway place for the whole family. The various garden centers offer a wide range of experiences and you will find everything from well-visited animal centers to coffee shops and play areas.

Plantorama in Hillerød is one of the garden centers that now have installed electronic shelf labels. The great time savings on daily basis are noticeable and can be used to create even better experiences for the customers.

- As we save more time every day, now that all prices are automatically updated via electronic shelf labels, we can instead spend the time on our customers. In this way we can create an even better experience when the customers come to visit us, says Rasmus Schultz, head of department in the animal center at Plantorama Hillerød.

THE WOW FACTOR - THE ONE THAT CUSTOMERS REMEMBER

After all, it is all about creating a wow factor to make sure that customers will remember their visit.



- If we can help to create a wow factor, then there is a higher probability that customers will come again. This is of course also something that will ultimately affect our bottom line, says Heidi Paaske Christensen.

ABOUT PLANTORAMA

Plantorama is Denmark's largest garden and animal center chain with everything for the garden, housing, and animals. Plantorama is a Danish family business with garden centers throughout the country. The first garden center was founded back in 1987 in Egå near Aarhus with a range of houseplants. Today, the Plantorama range ranges widely; garden plants and house plants, soil and fertilizer, garden pots and hides, utility and home furnishings, as well as animal accessories and live animals.