

WOODY ÄLVÄNGEN



DIY STORE FREES UP TIME FOR SALES AND CUSTOMER ACTIVITIES WITH ESL SOLUTION

Digital efforts and frequent product changes including a mature consumer market are challenging factors for the DIY sector and forces DIY stores to think differently in order to be both efficient and profitable.

A task like product and price changes is extremely time consuming for a DIY store with far more products and larger sales areas compared to other stores. This combined with the fact that there is a long way from the back office to the shelf means that the information at the shelf edge therefore needs to be very accurate to avoid staff spending time away from the store to check information and answer customer related questions.

THE RIGHT INFORMATION AT THE RIGHT TIME

The DIY store "Woody Älvängen", located north of Gothenburg in Sweden, is a first-mover within new technology and effective DIY store operation. A recent implementation of Breece System and electronic shelf labels enables the DIY store to show

the right information at the right time, directly at the shelf, helping both customers and the staff.

- We have eliminated significant costs for paper and printing by implementing electronic shelf labels. This also means that changing information now is possible at the touch of a button, says Peter Magnusson, Project Manager at Woody Älvängen.

ONLINE CONNECTION TO BACK OFFICE

The electronic shelf labels are linked directly to the back office system, so when a price or product update takes place in the system, it will automatically be pushed to the shelf labels too. With Breece Mobile - an easy-to-use PDA solution for management at the shelf such as re merchandising and linking/unlinking products, an online connection and immediate response means that no time is wasted.

- Compared to earlier where we had to do everything manually with paper, we are definitely more effective now and have actually released time to do work that is more sales and customer-oriented, says Peter.