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case study



Mobile
technology



Customer
demands



Workforce
productivity

Dixons Retail deploy Pricer Electronic Shelf Labels

DIXONS RETAIL
BRINGING LIFE TO TECHNOLOGY

Dixon Retail Plc, Europe's leading multi-channel specialist electrical retailer, operating Currys, Currys Digital, PC World, Dixons Travel and Electro World along with many other brands, are currently working with the Herbert Group for a trial of new generation Pricer SmartTAG Electronic Shelf Labels (ESLs).

The Situation

Until now, in-store merchandising might have been limited in its responsiveness to changes in the market place and consumer dynamics, perhaps seen as reactive rather than adaptive.

The Solution

Pricer ESL technology enables dynamic promotional messaging and can also facilitate added-value point of purchase information, such as QR codes linking to further product information, or social media "likes" to highlight consumer opinion on a product. Suggestions for accompanying products such as cartridges for printers or cases for cameras can also be promoted if desired, and much more. This new technology will enhance the in-store customer experience and engagement with Dixons products, whilst working seamlessly within the store environment.

The Pricer Smart TAGs that were installed for Dixons Retail, will provide the ability to implement an adaptive and engaging merchandising strategy, adding real value to bricks and mortar store.

Raj Sangha, Business development Manager at Herbert, commented:

“Until now, in-store merchandising has been limited in its responsiveness to changes in the market place and consumer dynamics, and is generally reactive rather than adaptive. An ESL solution, such as the Pricer SmartTAGs that we installed for Dixons Retail, provides the ability to implement an adaptive and engaging merchandising strategy, adding real value to bricks and mortar stores”.

Simon Swanborough, Project Manager at Dixons Retail, commented:

“We're excited to be trialling ESLs in our Aylesbury store. We hope this new generation of shelf edge labels will drive even greater customer confidence in our pricing, as well as provide further information at the point of purchase to help customers make informed choices. As the new technology is used more widely, we hope to see customers interacting with these through their smartphones and QR codes, or by using social media to 'like' particular products. The technology provided through Herbert gives us the chance to look at how ESLs can work across the store for both customers and colleagues, and we look forward to hearing what our customers think”.