

ESSO DELI DE LUCA IMPROVES THE CUSTOMER EXPERIENCE WITH DIGITAL SIGNS

Good food and drink experiences are the most important thing for Esso Deli de Luca, which has chosen to install the Breece System with electronic shelf labels from Delfi Technologies to save time that instead can be used to deliver more quality experiences to customers.

In Norway's popular delicatessen chain, Deli de Luca, you will find extraordinary food and drink experiences in the stores' large assortment, which consists of both local products and foreign specialties.

Located next to several well-placed Esso petrol stations across the country, the Deli de Luca stores' concept is particularly aimed at those on the go, with a focus on ensuring good and consistent quality in all stores.

At Esso Deli de Luca in Nyborg (Bergen), Tommy Hagen, who is General Manager, wanted to save time on administrative store tasks - especially in connection with price changes, promotions, product changes, etc.

- The most important thing for us is the customers. We spend time and effort to ensure a good quality, Tommy Hagen says.

RUNNING A SHOP HAS BECOME EASIER

To get more time to deliver higher quality experiences in the store, Tommy was therefore looking for a solution with electronic shelf labels (ESL), where the choice fell on the Breece System from Delfi Technologies.

“

It has become easier to run a shop. With the electronic shelf labels, we can save time. Valuable time, which we instead can use to deliver better service and quality to our customers.

”

– Tommy Hagen,
General Manager at Esso Deli de Luca





- It has become easier to run a shop. With the electronic shelf labels, we can save time. Valuable time, which we instead can use to deliver better service and quality to our customers, Tommy Hagen says.

With the Breece System, Esso Deli de Luca and other gas stations can use the digital signs to manage in-store price changes, promotion changes, product updates, etc. All in all, a large part of the daily store tasks, which are now performed with the help of a single click.

Today, the Breece ESL solution from Delfi Technologies is installed in a wide range of sectors, in more than 3,000 locations with a total of more than 13 million labels installed.

ABOUT DELI DE LUCA

Deli de Luca has contributed to better food and drink experiences on the go since 2003. The stores stand by every day to deliver the well-known Deli quality and Norway's best selection of products from all over the world. You will find Deli de Luca in Viken, Nordland, Vestfold and Telemark, Innlandet, Agder, Trøndelag, Rogaland, Troms and Finnmark, Møre and Romsdal, Vestland and Oslo.