

## MENY HAS BEEN UPGRADED

The local MENY store in Frederikssund, Denmark, has installed electronic price tags. According to the grocer, Per Christiansen, it is an upgrade that benefits both customers and store associates.

Today, many stores and grocers are gradually using electronic shelf labels, but at MENY in Frederikssund, the grocer has deliberately waited until now before the paper has been replaced with a digital solution.

The grocer Per Christiansen's MENY store has installed the new solution after waiting several years for the right technology, which has now been put into operation.

After the switch from paper to digital signs, it was particularly important that customers clearly can read the new signs – and they can, according to the local grocer:

- A lot has happened with the development within electronic price signs, and the new signs are much easier to read - that is one of the reasons why we have been waiting. The timing with the technology has been just right for us now, says Per Christiansen.

Per has run the business since 1991, so it is an experienced merchant who today manages the approximately 70 staff members associated with the store.

### BETTER OPPORTUNITIES TO IMPROVE CUSTOMER SERVICE

Today, the same solution with electronic price tags is also in operation at more than 240 of Per's grocery

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– Per Christiansen  
Grocer at MENY Frederikssund





colleagues within the Dagrofa chain. The solution is provided by Delfi Technologies.

- After we have implemented the electronic price tags, we have far better opportunities to improve our customer service and ensure a customer-friendly experience in our store, says Per Christiansen and continues:

- I am very positively surprised at how easy it is to work with the solution. It is especially a huge relief when the campaigns change. It is a big job we do not have to think about anymore.

#### **AN ADVANTAGE TO BE ABLE TO ELIMINATE PRICE ERRORS AT CHECKOUT**

As another benefit, the grocer mentions that he is looking forward to being able to eliminate price errors at the checkout now that all prices are automatically updated at the shelves. In this way, the store avoids the risk of sudden errors at checkout, because the store may have forgotten or completely overlooked a sign somewhere in the store.

- It is very important that we can now also eliminate price errors at checkout. This is another factor that allows us to improve the experience for our customers, says Per Christiansen in conclusion.

#### **ABOUT MENY**

MENY is Denmark's entire food market and is owned by Dagrofa together with the country's independent grocers. The chain consists of approx. 112 stores in Denmark and employs just over 5,500 employees.