

## RAIFFEISEN RELIES ON AUTOMATIC PRICE CONTROL

*Raiffeisen-Markt Emsdetten optimizes its store operation with electronic price tags to free up time for customer service. Heavy manual work processes have been replaced with a digital solution that saves significant amounts of time and handles important store tasks automatically.*

The first phase of a "Digital Labels" project was recently completed in the Raiffeisen store in Emsdetten where 70 percent of all price tags have been replaced with digital labels (Electronic Shelf Labels / ESL) within just a few days. The 7,000 digital helpers now make it possible to automatically update prices on the shelves in most of the store. A further 3,000 labels will follow in the next project step.

- Most importantly, the price should be displayed automatically and match the price at checkout, explains project manager Dr. Sebastian Schulze, System Consultant & Authorized Signatory at Terres Marketing + Consulting GmbH.

### ONGOING PRICE CHANGES ARE NOW UPDATED AUTOMATICALLY

The ESL system eliminates the time-consuming task of changing prices, which takes place very often with the current price developments in the market.

- This leads to an additional workload for the staff. In addition, incorrect price markings on the shelves often lead to discussions at the checkout or annoyance among customers. Both can result in loss of time and gross profit, describes the System Consultant, who also sees a great advantage in using electronic labels.

Raiffeisen is testing various display options when it comes to the specific information to be shown on the digital labels. Two types of labels are currently

used: smaller ones for shelf goods and larger ones for pallets and promotional areas. The label layout is also automatically changed when the label receives an update for promotional prices.

### LED INDICATOR HELPS THE STAFF FIND THE RIGHT LOCATIONS

Additional functions of the ESL system will be tested in the coming implementation phases.

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- Dr. Sebastian Schulze,  
Project Manager at Raiffeisen





the label, the staff can easily find the right location when goods need to be placed on the shelves. It is also possible to use QR codes to advise customers by sending additional information to their mobile devices. At the same time, you can show inventory information at the labels, which also will updated automatically. This is planned for the final expansion stage, Schulze notes.

### **MORE OPPORTUNITIES THROUGH DIGITIZATION**

The actual added value can be seen not only in the current prices and time savings by eliminating the need to change labels, but also with additional benefits.

The “Digital Labels” project is just one of various digitization projects for Raiffeisen stores that are being tested, analyzed and made tangible in Emsdetten. The individual elements have been developed jointly by the Strategy and Organization Committee and the Marketing and Digitization Departments in a project group led by Dr. Sebastian Schulze. The goal of Terres Marketing + Consulting GmbH is to bring added value solutions to the Raiffeisen stores.

- The goal here is to digitize what is possible and create real benefits for both Raiffeisen staff and customers, explains Alexander Langhorst, from the Digitization Department.

Digitization topics within the Raiffeisen markets are not new. In the past, goods were ordered in writing using an order record, but the use of MDE devices for electronic ordering has been established for a long time. But the contemporary possibilities go far beyond that. The current project group in the Ems-

detten Raiffeisen market is examining digital topics such as apps for Raiffeisen markets, augmented reality in connection with brochure advertising, omnichannel approaches with 24/7 pick-up stations and digital screens in interaction with customers.

- We have already received several inquiries about implementing the ESL system in other stores. Of course, we and our external partner are happy to help with the design and implementation, say Schulze and Langhorst together.

### **MORE THAN 13 MILLION DISPLAYS INSTALLED**

Today, the Breece ESL solution from Delfi Technologies is in use in a wide range of sectors with more than 3.000 locations and a total of more than 13 million labels installed.

Due to the large range of the wireless radio antenna that controls the ESL system, only 1 to 2 antennas are enough to get the required coverage and operate the system. This means that it is easy to get started, providing a simple infrastructure with a clear overview of the system.

#### **ABOUT RAIFFEISEN-MARKT**

Raiffeisen-Markt is a German home and garden chain with more than 1.000 stores in various regions that offer everything within home, animals, garden and building materials. In the Raiffeisen-Markt Onlineshop, you can also find a wide selection of products for your pet, garden, outdoor clothing, etc.