

CASE STUDY

“After the installation, we continue to have support from the Danavation team. I can’t ask for anything more.”



The Business

The True Value company is an American wholesaler with over 4,500 independent hardware retailers and locations worldwide across 60 countries, with most of its locations in the USA. With a specific focus on hardware and products for the home, True Value has is known industry-wide as a premier wholesaler across the globe.



The Solution

With over 50,000 products in the store, managing price changes has always been tied to labour costs. Since pricing is updated weekly, it has become a difficult task to manage due to the process required to make price changes. “The old label system takes so long to change the price tags, it’s nearly impossible to put a time frame to do the price change, mainly because when we get new price changes, we’re still working on the first round of changes,” said Jeff Wachenfeld, Store Manager at North Fork True Value.

In 2020, when Danavation and True Value initiated the conversation about electronic shelf label technology and digital price tags, certain retailers were eager and ready to implement the technology in their stores. In October 2021, the Danavation team implemented Digital Smart Label™ technology at North Fork True Value in Long Island, New York.

The Results

The transition to Digital Smart Labels™ meant that labour was no longer required to update pricing. Price changes were made on the point-of-sale (POS) system and updated onto the digital label. The adoption of this technology was the first step to digital transformation.

“I wanted to come up with the latest and greatest technology and outfit the store as a set-it-and-forget-it, turnkey solution and by introducing these labels was a huge step in this direction,” said Jeff enthusiastically.

The user-friendly technology was integrated into their existing POS system, allowing staff to update pricing and product information quickly and easily. The customer's experience was also elevated immediately after installing the Digital Smart Labels™ because it allowed employees to focus on the customer first and foremost. “It’s going to streamline the process of how we operate. And it’s inevitably going to make for a better shopping experience for the customer.”

Key benefits

- Faster response to price changes
- Less time spent on in-store tasks, allowing more time to focus on other operations
- Labour cost savings
- Enhanced customer experience
- Danavation's fast response



Paper versus Digital

At True Value, price changes happen weekly, and staying on top of the task has always been difficult. “We had two price changes come down from corporate, which consisted of nearly 4,000 bin tags”, said Jeff. “I had to put together a team of people to tackle this, which took weeks; meanwhile, customers kept coming in asking questions and the store shelves needed to be restocked. The transformation was immediate when Danavation installed the Digital Smart Labels™ in the store. The shelves in the North Fork store looked flawless, the store was clean, and pricing was up to date. Dealing with factors like margin erosion was a thing of the past. Product pricing is updated from a central location on our point of sale system and instantly updated on the bin tag label,” shared Jeff.

Customer Experience

The idea of implementing Digital Smart Labels™ at North Fork True Value was exciting for Jeff and his team. The initial thought to save labour costs and have employees help customers find what they need was a top priority for the team at True Value. “I didn’t want to hire someone only to change price tags on products because that would be completely unnecessary,” says Jeff. One of the reasons that Digital Smart Labels™ made sense was to ensure employees could focus on helping the customers. Including the more prominent, larger digital labels with relevant product information was another advantage. Adding QR codes and detailed product information empowered customers to source the product themselves when shopping in the store.

