

CASE STUDY

“Because everything is around technology and the future of where retail is heading, being able to update prices on the fly on high-velocity products is a key thing for us here.”



The Business

Aisle 24 – was founded in 2016 by the brothers Josh and John Douang, and John's wife, Marie Yong. Aisle 24 came up as an even bigger and more innovative idea: to be the first cashier-less grocery store in Canada. Their stores are unmanaged, with staff only visiting each store between 6 to 10 hours per week to restock the shelves and maintain cleanliness.

The Solution



Aisle 24 partnered with Danavation® to digitize their pricing. Now with our system, they are not only able to perform regular price updates, but they are also able to respond quickly to the SKUs velocities. When a product is moving slowly, they can put it on sale remotely.

On the other hand, if a product is moving fast and this might affect the inventory, they can increase the price to slow down the velocity.

The Results

The Digital Smart Labels™ system unlocked the ability to change pricing remotely, across multiple stores. This is valuable for a store that has no on-site staff; price updates are performed from a central location, without having to deploy an employee to manually change labels at the store.

Josh Douang, the co-founder stated, “It just simplified our process eliminating so many steps that were involved to make a price change, that had to be coordinated across our purchasing team, operations team, our replenishment staff, our administrative staff for printing labels.”

Workflow Optimization

When asked about the biggest benefit of our Digital Smart Labels™, Josh mentioned the reduction in labour, “Our process has become very streamlined now, the same person that receives the product in the warehouse, updates the prices in the file and pushes it out, it informs our merchandising staff and they come out and make sure the prices changed”.

Key benefits

- Ability to update prices remotely
- Optimal cost-benefit
- Time and labour savings
- Clean and modern appearance
- Enhanced customer experience
- Easy to implement and operate



Optimal cost-benefit

According to Josh, “From a cost perspective, you have to look at it long term. What you’re saving in terms of labour and having to change your prices all the time.

Being able to do so remotely is a huge advantage and we’re able to change and update prices any time of the day and that’s not something any retailer can do. For other retailers with multiple locations, trying to coordinate that is definitely a huge process”.

Clean and modern appearance

Our labels go hand in hand with Aisle 24’s aesthetic. Their clean and modern appearance lend themselves to the store’s contemporary style.

Josh stated that, “Well, they look great! When I first saw them, they didn’t look digital immediately. People would question it, unless you’re watching it update or changing to red, which means that’s a sale item, then you know it’s digital. The look of it is very unique.”

Recommendations

When asked if he would recommend our technology to other retailers, Josh had this to say,

“I definitely do all the time. Especially if they are technology-minded and don’t want to manually do it. If your focus is on automation then this is definitely the way to go. Everything is leaning towards this and this solution is definitely a piece of the technology puzzle.”

