

CASE STUDY

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The Business

LCBO—Liquor Control Board of Ontario— is one of the largest suppliers of alcoholic beverages in the world. The role of their LCBO Next team is to help the organization figure out new ways of approaching technical problems and bringing products to the market faster and more conveniently—enhancing the experience of both their B2C and B2B customers. This is a two-store pilot project and based on its success, LCBO will determine a further expansion.

The Solution



Danavation® partnered with LCBO to implement Digital Smart Labels™ in their Kitchener and Flagship locations. The process before the implementation was quite labour intensive due to the nature of setting up the tagging process from start to finish.

Now, all price changes are managed and executed instantly from the store's central computer.

The Results

The Digital Smart Label™ system unlocked the ability to change pricing on the fly, allowing more time to be allotted to other store operations such as customer service and product knowledge. Not only did this streamline workflows, it also reduced labour.

“Now, when customers go into the fridge, they can automatically see that the price and inventory is going to be accurate.” said Patrick Henderson, store manager at the Kitchener location.

Digital Smart Labels™ allow sales and promotions to be launched in seconds. With a fully customizable 4-colour display, customers can easily identify featured products, further enhancing the customer experience.

Labour Savings

When asked about the biggest benefit of our Digital Smart Labels™, Patrick mentioned the reduction in labour. He said, “With the electronic bin tags, we simply install the bin tags [..] and it's all taken care of behind the scenes, electronically. Much less labour involved.”

“The Danavation® team has been very quick, very nimble, and with a lot of our collaborations – whether they were updates or clarifications – it's been a very, very fast response.”

Key benefits

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



Ease of use

According to Patrick, once installed, our system was simple to understand and use. He said, “The system has been operationally so easy to implement. And so easy to understand. It’s been fantastic. I haven’t had any issues whatsoever. Only positive feedback.”

Overall satisfaction

Feedback from store staff has been very positive. Because the price updates are instant, store associates are able to spend their time more efficiently.

Patrick stated that, “Staff are very happy with the fact that we are getting away from the paper tags. And again, we’re cutting down on work that they have to do.”

Recommendations

When asked if he would recommend our technology to other retailers, Danny Ho, LCBO Next’s Director of Innovation, had this to say,

“Would I recommend this smart label technology? Absolutely. It’s brought us enormous benefits and I think any retailer out there who periodically changes prices or even frequently changes prices would see a lot of return if they tried this technology as well.”

Watch the video

