



CASE STUDY

“Changing pricing was costing us money, and now, with Digital Smart Labels™, changing pricing has become a revenue generator .”



The Business

From its early days as a donair shop, Big Bear Liquor was built from the ground up by lifelong Yukoners. With their focus on unparalleled service, the team created a fast and fun environment for customers to enjoy delicious food and a great selection of beer, wine, spirits, cold and ready, with something new on the shelves.

The Solution

The liquor store business has specific regulations set by the province or the state in which it resides. For Big Bear Liquor, it is no different. As a liquor retailer in Yukon, Canada, it operates within the Yukon Liquor Corporation (YLC) regulations. The YLC oversees the sale and distribution of alcoholic beverages throughout the territory. There are government-operated liquor stores in Yukon and businesses whose primary business is to sell food that can also apply for alcohol off-sales licenses. In June 2023, Big Bear relocated to a newly built 16,000 sq. ft. building in downtown Whitehorse, which hosted a restaurant, liquor express and 6,000 sq. ft. liquor store and liquor warehouse. The successful completion of this project made Big Bear a direct competitor to the Yukon Government stores. Digital price tags were on their radar, and they knew it was essential to have them.

“We were changing pricing every three months or when it was required. The effort and costs of managing pricing on 4,000 revolving products on our shelf throughout the store was a challenge, said Nail Sultanau, Executive Director at Big Bear Liquor. “When I first saw the digital price tags, I knew we had to have them in our new store, so when I connected with the team at Danavation, I knew we had found a great partner”.

Labour Savings

“We now change pricing weekly, and with over 500 products that go on promotion per month, we’re able to keep our pricing up-to-date and allow our staff to focus on what matters most: our customers. We’re able to serve customers in our aisles and restock shelves while keeping our store looking better than our competitors”, said Nail.

The Results

The implementation of Danavation’s Digital Smart Labels™ means that pricing changes would now be completed through their point-of-sale system, BarnetPOS, and all pricing on the retail shelf is the same as on their website. Pricing is changed weekly, and supplier promotions and inventory control are displayed on the Digital Smart Label™, assisting both consumers and staff.

“The Digital Smart Label™ system has allowed us to eliminate margin erosion and to quickly introduce and remove products from the shelf, thus giving our customers the ultimate experience and selection. Once the Digital Smart Label™ system was fully integrated with our point of sale system, our staff was focused on serving our customers, and our website pricing was now in line with our retail shelf pricing,” says Nail. “The Digital Labels look great, and our

Key benefits

- Faster response to price changes
- Less time spent changing prices, allowing more time for other operations
- Labour cost savings
- Margin erosion control
- Revenue generation
- Danavation's fast response and service



team is focused on the customer experience. We can use automated pricing to generate more revenue for the store by eliminating costs associated with pricing and exploring new ideas like dynamic pricing.”

The three-colour Digital Smart Labels™ were integrated into the new store, including the aisle, end caps, fridges and vintage section. The preference to select both 2.9" and 4.3" size labels in white to fit their new store design was perfect. Once fully integrated, the Digital Smart Labels™ display accurate pricing and inventory on hand for the customer to see, including promotional offers.

Ease of use

When Danavation asked the team at Big Bear Liquor what was their most significant benefit of implementing the Digital Smart Label™ solution, their response was how easy it was to solve and how little time it took his team. “It took me a few hours. I needed to connect my IT specialist with the Danavation team and install some base stations. Once we integrated the Digital Smart Label™ solution into our point-of-sale system, BarnetPOS, we updated all our pricing across the store. Organizing a promotion became

much easier, and our staff loved the solution. By displaying inventory on our shelf, we can inform the consumer of how many units we have left, which would also help staff for restocking,” says Nail.

Overall Satisfaction

The feedback we received from Big Bear Liquor was very positive, amplified by their excitement to make the most use of the Digital Smart Label™ solution and how they don't have to change pricing manually anymore, thus removing paper and turning price management into a revenue-generating situation.

Recommendations

When Danavation asked the Big Bear Team if they would recommend the technology to other retailers, Nail, the Executive Director and project manager for Big Bear to implement the solution said, “We love working with the Danavation team. They responded in a timely fashion since day one, the pricing for their solution was better than their competitors, and the customer service from the technical team has been outstanding.”