



## **NISA** Increasing efficiency and revolutionising customer experience

Nisa is the UK's leading member-owned organisation. All Nisa stores are independently owned retail outlets, and are members of the independent retail consortium Nisa, which helps its members to provide a high quality shopping experience for their customers.

Their goal is to support entrepreneurs with buying power, marketing, and distribution services to meet customers' needs, and also to provide the UK's consumers with high-quality, independently-run, local stores to shop in.

### From paper labels to Pricer ESL's

Nisa is dedicated to ensuring the best shopping experience for every customer who walks through their doors. As part of this, they have an on-going commitment to investing in the latest innovative retail solutions. Therefore, Nisa Local Shrewsbury made the decision to shift from paper labels to Pricer's world-leading Electronic Shelf Label (ESL) solutions.

Nisa Local's 2,200 square-foot Shrewsbury store became the first convenience store in the UK to use ESL's after 2,000 standard and customised Pricer ESL units were installed.

Pricer's ESL's enable Nisa Local's Shrewsbury store to wirelessly communicate prices and product information directly in-store. The total solution fits seamlessly into their operations – driving productivity,

streamlining pricing strategies, and, of course, ensuring the best in-store experience for all their customers.

Running on the fastest, most secure infrared technology, staff and customers can be completely confident that prices are kept correct and up-to-date. The system takes the retailer's database file and transmits it to the relevant price label in-store, wirelessly.

### A unique challenge and a bespoke solution

As Nisa Local Shrewsbury is a convenience store, it is open long hours. However, all parties were keen to ensure that the implementation of Pricer's ESL solution had only the most limited impact on the store's regular operations and its ability to do business.

As such, the implementation was undertaken with a 'phased' approach – the infrastructure was installed only at night. Once this was done, 2,000 Pricer ESL labels were installed in phases over 2 days.

### State-of-art-technology yields tangible results

The implementation of Pricer's ESL solution at Nisa Local Shrewsbury has brought the store a range of benefits – both enhancing customer satisfaction and having a hugely positive impact on the retailer's bottom line.

Price changes can now be implemented throughout the store rapidly – with Pricer's solution, up to 90,000 updates can be made every hour – and without

## **CLIENT PROFILE**

**Name:**

Nisa Local

**Place:**

Shrewsbury, UK

**Store Size:**

2,200 square feet

**Number of ESLs:**

2,000



regard to labour limitation, keeping operations efficient and streamlined. Instead of spending time checking and updating paper labels, the staff at Nisa Local Shrewsbury are more productive, and are now free to help with customer enquiries, replenishing stock levels and managing merchandising.

Customer service has been further enhanced as useful sales information can be displayed on the ESL's, right next to the products – such as price, product



information and inventory levels. Staff no longer need to search for answers to customer enquiries in brochures or in the back store room. Staff can now quickly and reliably update pricing in-store, and can be certain that their products are selling at the correct price, eliminating pricing errors. With Pricer's ESL solution, the price labels in-store match the back-end database, and prices at the checkout counter, at all times.

Furthermore, the store can improve profitability by attracting more sales with dynamic pricing. They now have the option of creating time-specific offers, or use the displays to indicate special promotion bundles – Pricer's ESL's are now an additional sales tool, and promotional campaigns can be implemented exactly as planned.

### “A resounding success”

Rav Garcha, Store Owner and Independent Retailer Board Member at the Association of Convenience Stores, said: “A significant amount of UK customers make unplanned in-store purchases. Commonly their decisions are based on price, so the most important thing for stores, is to ensure that pricing is easy to see and compelling, encouraging repeat purchase and customer retention at local stores such as mine.”

“Pricer's ESL technology facilitates this dynamically,” Garcha continued. “It allows time-of-day promotions, and also facilitates added-value point of purchase information, such as cost per unit, recipe ideas, QR codes, suggestions for accompanying products, such as wine to compliment your meal choice, and much more. As you can imagine this exciting technology adds real business advantage to both me and Nisa, and offers the customer the best possible local deal.”

Herbert Retail was chosen to deliver Nisa's Pricer ESL roll-out. Herbert is an established provider of leading-edge technology solutions to major organisations in the UK, and supplied, fitted and project managed the roll-out.

Raj Sangha, Herbert Retail's Business Development Manager, said: “Pricer's Electronic Shelf Labelling solution offers enormous potential to both enhance the customer's experience and build customer loyalty, but also to increase store revenue and profitability. All the labels work together on the same system, allowing Nisa to 'mix and match' sizes, shapes and styles according to different needs in different areas of the store, as and when required. The project was, in my opinion, a resounding success, thanks to Pricer's cutting-edge ESL technology.”

## BENEFITS

- Quick and easy implementation
- Price integrity guaranteed
- Price and product information on the screen
- More promotions with dynamic pricing
- Enhanced customer interaction (QR codes, point of purchase info, etc.)
- Simple back office integration

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Eric Rav Garcha, Store Owner and Independent Retailer Board Member at the Association of Convenience Stores



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