Displaydata

DYNAMIC. DIGITAL. DELIVERS.

Orange Slovakia rolls out Displaydata's digital display solution to complete store renewal programme and centralise pricing

Orange Slovakia benefits from labour and cost savings

Orange Slovakia is a member of the global France Telecom Group, one of the largest telecoms operators and broadband internet providers worldwide. Orange Slovakia is the leader in the Slovak telecommunications market and the largest vendor in terms of customers and revenue. It currently has 2.8 million active customers and its countrywide network covers 99% of the population of Slovakia. Its 'early adopter' ethos has ensured that the company is at the forefront of technology innovation and it is always looking for ways in which to differentiate itself from the competition.

The company is currently in the middle of a nationwide store refurbishment programme, with Displaydata's fully graphic electronic shelf labels (ESLs) a component of its new-design stores. Displaydata's ESLs have been integrated seamlessly into the new store fittings by Orange's store equipment partner ProCam from Hungary, working with Displaydata's partner Laurel KFT.

Orange Slovakia has implemented several of Displaydata's attractive large format fully graphic displays, which with their clear, high resolution screens, make them ideal for displaying promotions and full product information. To date, 23 Orange Slovakia stores have been refurbished, each complete with Displaydata's displays, and all now benefit from the ability to update price, promotion and product information dynamically.

Displaydata's ESL solution is extremely low touch, meaning it can be implemented quickly and with minimal disruption to the stores. Peter Dobos, Retail Sales & Sales Support Manager at Orange Slovakia,

explains: "We needed to install a digital display solution as part of our nationwide store renewal programme, and we preferred the design quality of the Displaydata platform, as well as its ease of implementation into the stores."

"We expect to achieve long-term cost savings in relation to labour and paper."

Peter Dobos
Retail Sales & Sales Support Manager
Orange Slovakia

Long-term savings
The solution brings with it many benefits as Peter Dobos continues: "Our original driver for investing in a digital display solution was the ability to update prices centrally and display detailed calling plans in-store but we also expect to achieve long-term cost savings in relation to labour and paper."
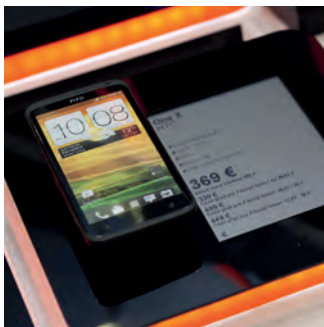
Centralised price management and promotions
Before implementing Displaydata's solution, Orange Slovakia had been using paper price tags, which were

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time-consuming to produce, inflexible to change and a drain on resources. They also made it difficult to develop creative and timely promotions because of the time and money lost in updating printing and replacing paper labels.

Furthermore, paper labels were often prone to error and were not always synchronised with information changes online and across other stores. If the company was going to compete effectively, it had to offer a truly multichannel experience – and this wasn't possible with paper labels.

With Displaydata's fully graphic ESLs, Orange Slovakia can now update pricing and promotion instantly and introduce promotions quickly with a centralised system The company can also respond to competitor activity in real-time by updating pricing or displaying competitor pricing. All it takes is a click of a button and the company can make changes in each of its stores instantly and remotely.

From an aesthetic point of view, Displaydata's attractive digital displays help to make Orange shops look modern visually appealing.

Focus on customer service
Another benefit of Displaydata's technology is the peace of mind it gives to Orange Slovakia. With price information handled automatically, the operator has more time to focus on their growth strategy. It's also easy to maintain.

The installation of the technology took less than a few hours to complete for each store and required minimal IT support to manage the system.

Now each Orange store can instantly update product information several times a week without having to rely on extra labour to perform the task.

- **Ability to update prices centrally**
- **Display detailed product information**
- **Labour and cost savings**
- **Free up staff to look after customers in store**
- **Respond quickly to competitor activity**
- **Integrated seamlessly into store fittings**
- **Attractive displays make stores look visually appealing**
- **Quick to implement**