

Case Study

Japanese leading pharmacy enhances store efficiency with DIGI ESL



Business Needs

Improve store operations efficiency and offer a seamless checkout for customers.

Benefits

- Accurate pricing which leads to less troubles with customers
- Reduced labour time and cost through automatic price update and promotional update on the ESL.

Solutions

With the use of DIGI ESLs, seamless price updates are made possible with lesser operational time and manpower.



Company:

Welcia – BHG

Country:

Singapore

URL:

<https://www.facebook.com/WelciaBHG.SG/>

Industry:

Pharmacy & Healthcare

Technology:

InfoTag 1.54"

InfoTag 2.13"

Welcia – BHG at The Wisteria Mall, is a Japanese drugstore that has started its business in Singapore since 2017.

To remain competitive, multiple promotions are carried out regularly. For instance, within a lineup of one hair care brand, five out of ten products could be on promotion. Hence the demand of manpower to manually update paper price tags and POP is toll on operational cost.

The introduction of DIGI ESLs has enabled the operators to display accurate pricing on all items that has been sent down from the HQ. This has also significantly reduced the number of feedback and claims from customers compared to the other two stores that have not been equipped with DIGI ESL (T@POP).



In addition, customers' waiting time at the checkout has drastically been shortened which plays a crucial factor for customers satisfaction and increase sales turnover.

Furthermore, it has reduced both labour cost and operational downtime to prepare products and paper price tags for promotions. With the installation of ESLs, prices are automatically updated from HQ for respective items, therefore operators will only have to refer the ESL itself. This has drastically shortened the usual procedures from approximately 4 to 5 hours to about 30 minutes.

Mr. Matsumoto, the Managing Director of Welcia- BHG mentions that the use of ESLs will further be crucial for extensive stores that are required to operate with lesser manpower.

about DIGI Group

Established in 1934 in Japan, DIGI has more than 80 years history. We have always been a leading company with retail solutions in IT system, checkout/POS, weighing and packaging. We made numerous world-first innovations and have been contributing to rationalization for retailers. DIGI sales and service network covers about 150 countries across the world. We value both globalization and localization to provide the best solutions with quality products and service where the customers are located all over the world.