



Case Study

DIGI integrated solutions enhance customer experience in FairPrice's largest hypermarket



Business Needs

- Deliver enhanced shopping experience with innovative retail technologies

Benefits

- Reduce shrinkage and error
- Increase operational efficiency
- Swift and accurate price updates
- Accurate PLU call up
- Intuitive user interface
- Reduce training cost
- Easy set-up

Solutions

- e.Sense integrated solution with SM-6000 SSP
- InfoTag



Company:

NTUC Fairprice Co-operative Ltd

Country:

Singapore

URL:

<https://www.fairprice.com.sg/>

Industry:

Retail; Supermarket

Technology:

SM-6000 EV
SM-6000 SSP
SM-6000 SSR
SM-5300 H
e.Sense
InfoTag

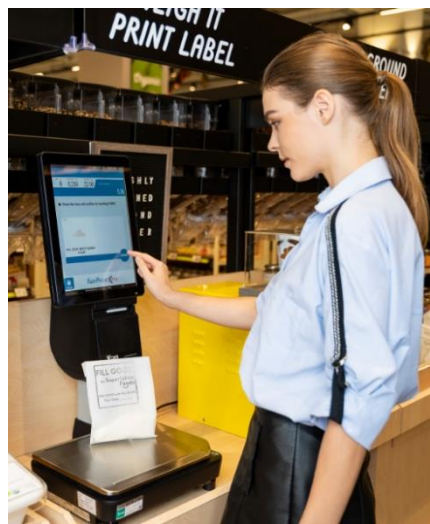
FairPrice Xtra @ VivoCity is a one-stop shopping destination for families. The largest FairPrice store yet in Singapore, this new integrated retail space spans over 90,000 square feet, offering everything from groceries to apparel and electronics.

A perennial supporter of DIGI's integrated weighing solutions, FairPrice is delighted to leverage DIGI's expertise once again to strengthen its commitment in providing convenience to customers while boosting engagement and interaction in this new hypermarket.

The massive hypermart features an array of loose bulk food, allowing customers to purchase the quantity that they need, reducing packaging and food wastage. To complement this initiative, DIGI's SM-6000 SSP and the new e.Sense solution are installed at the Cereals and Nuts counter.

Shoppers are no longer hindered by a laborious process when it comes to weighing the extensive variety of organic oats, dried fruit, seeds and nuts. Past processes were often tedious as a manual search is required for each individual item on the weighing scale.

With the e.Sense solution, the specific product code is automatically sent to the SM-6000 self-service scale when the built-in sensor detects a pulling motion on the dispenser level. This helps to eliminate any unnecessary errors and shortens the weighing process significantly.



As part of DIGI's integrated solutions, this new hypermart is also fitted with the InfoTags. These electronic shelf labels (ESL) allows swift pricing updates that are done wirelessly via DIGI's T@POP's Central Monitoring System (CMS).

Deployed across the hypermart's various sections, the InfoTags are easy to install and the split-screen feature allows FairPrice to include additional product information to enhance customer experience.



Furthermore, the use of e.Sense also helps to reduce shrinkage as inventory movement can be monitored more accurately without the need to deploy manpower specifically at the weighing counter.

With both e.Sense and InfoTags in place, FairPrice's operational efficiency is increased significantly as manpower can be optimised and re-deployed to other areas of the stores to carry out higher-value activities.

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 the area of 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 in the world.