PCCW Solutions®

Price

Barcode

Image

SPECIAL PRICE
Good Apple
From U.S.A   1 lb
$2.99

9850154431985015443 1

Logo

QR Code

Electronic Smart Label

Electronic Smart Label

The retail industry is changing. With increasing competition and evolving customer mindset, retailers need new methods to engage consumers, improve margins and increase sales.

To respond to competitive pressure and fluctuations in demand, retailers need to deliver changes in product pricing and promotion quickly, responsively and consistently, on an enterprise-wide basis. The traditional paper labeling is too slow, labour-intensive and error-prone. The Electronic Smart Label (ESL) is a new approach to revolutionize store from paper to electronics.

Next generation retail technology

PCCW Solutions understands the complexity involved in running a network of retail stores and holds a wealth of experience in market dynamics and diverse customer behavior. With our IT expertise and strong on-the-ground technical support, we provide high quality and reliable technology to let retailers focus on serving their valued customers.

Evolving technology is profoundly changing consumer shopping behavior. Consumers nowadays are constantly connected to the internet through interactive devices, information on products and pricings is at their fingertips. To engage customers and drive sales conversion, bricks and mortar retailers must provide e-retailer levels of information and a more rewarding in-store experience, especially at the shelf edge where purchasing decisions are made.

Grow your business fast at lower cost

Designed to operate within all areas of store, the Electronic Smart Label (ESL) is built on LCD and Electrophoretic display technology, offering full graphic capabilities to display any combination of text, images, logos, 1D/2D barcodes and QR codes. It is available in 5 sizes with 180° viewing angles, and in black & white or 3-colour options. With low power consumption, the device can provide up to 5 year battery life.

The ESL solution is simple to implement no matter how large the store is. The only in-store infrastructure required is the Dynamic Communicator and the displays. Unlike other systems, the solution does not require a network of transmitters or receivers to be located throughout the store. One communicator can connect up to 65,000 labels.

Features and benefits

- Accurate and consistent pricing – with error-proof True 2-ways communication, instant update on prices helps maintain multi-channel price consistency and accuracy across online and offline channels, reducing pricing errors and eliminating price audits.

- Agile and dynamic campaign – prices and images can be changed in a second, with the proprietary and secure RF communications. The interactive medium delivers greater wealth of product information and new services to consumers.

- Enhanced productivity – operating costs and time on managing and updating paper resources are reduced. Employee in shop can focus on serving their customers which enables better customer service.

- Utilized store-front space – information such as stock availability and products expiry date are shown on ESL, helping staff to maximize the stock turn. Shelf space can be more efficiently used.

- Complete management and visibility – centrally managed software eliminates the need for installation in each store.

- Future proof – simple to design, integrate, maintain and upgrade, enabling customization and continuous improvement.

Retailers need to have a clear understanding of how consumer behaviors are evolving and the impact of these changes on consumer expectations. By deploying ESL, couple with other Digital Solutions / Services including, Social, Location-based, Mobile, Big Data and Cloud technologies, retailers can easily capture customer data for review and analysis, allowing them to respond to customer needs in a timely manner and improve quality of service. The data collected are also useful for developing new services and marketing channels, such as social media campaign, mobile applications, membership service and loyalty program, enabling retailers to connect with their customers in new ways and bring shopping experience to the next level.