



Provans Home Timber and Hardware Nails Pricing Accuracy with PRICER Electronic Shelf Labels

CHALLENGE

Provans Home Timber and Hardware wanted to eliminate the pricing issues they were experiencing with paper and cardboard labels and reduce the time it took to manually update the shelves.

SOLUTION

Pricer's Electronic Shelf Labelling solution was selected and implemented by Surefire Systems.

BENEFITS

- Improved pricing accuracy across 10,000 product lines.
- Pricing is now updated daily instead of weekly due to a faster and more streamlined process.
- Reduced time and cost of manually updating paper pricing labels.
- Improved customer experience as they find it easier to read the prices.

Trading in various forms since 1903, Provans Home Timber and Hardware is a highly respected timber and hardware retailer with a long tradition of excellence in customer service.

Moving from a tired old building on Alexandra Parade to a new Hoddle Street location at Clifton Hill in Melbourne, prompted a fresh look at the entire store display and customer experience. Part of this new strategy involved re-thinking product display and price management.

Paul Calleya, Systems Manager at Provans explains, "We wanted to set our store apart from our competitors and create not only a talking point for customers but an aesthetically pleasing environment to shop. We also wanted to cut down on the error rate that we had experienced with paper/cardboard labels."

The old process was a slow, cumbersome task that involved regular printing of new pricing labels which were then manually attached to the shelves. It was generally the least experienced staff who were given this job, which often resulted in incorrect price labels on products.

Provans holds over 10,000 product lines and the lag time between the price change and the label update often meant lost revenue.

"We were always chasing staff to update shelves and found that the less experienced casuals were the go-to people to update the labels which slowed the process down. Sometimes we were up to one week behind in pricing."

Paul Calleya, Systems Manager
Provans Home Timber and Hardware

INSTANT BENEFITS OF THE PRICER SOLUTION

Provans decided to implement the Pricer Electronic Shelf Labelling solution to automate their pricing updates. Surefire Systems, Pricer's Australian distributor provided the end-to-end solution, from analysing requirements, supplying hardware, software, implementation services and ongoing support.

What used to take hours of work each week, now takes 10 minutes.

Updating prices is now much simpler, "All I have to do is press OK a couple of times" says Paul of the new system.

Now that it's a quicker process, Provans can update their pricing daily instead of weekly and have seized the opportunity to be more innovative with promotions and special offers.

Customers have also noticed a difference and are finding it much easier to read the prices.

"The benefits were instant! We now save time by having staff selling out on the floor and we've improved our customer service standards as they are not stuck with their backs to customers."

Paul Calleya, Systems Manager
Provans Home Timber and Hardware

WORKING WITH SUREFIRE

Provans considered two electronic label solutions. They ended up selecting Pricer as they knew it was an established product used extensively throughout Europe, they were very happy with Surefire as a supplier and felt comfortable with Surefire Sales Manager, Mike Di Michele.

"Surefire has a friendly informative team who took the time to explain the process in detail and are quick to respond to queries or problems. The support team assisted us through the implementation and beyond. One recent query we had was solved within an hour." said Paul.

AWARD WINNING SUCCESS

Improved price control, product display, store experience and enhanced customer service have all culminated in Provans being awarded **Home Timber and Hardware 2016 National Store of the Year**, as well as the **VIC/TAS Store of the Year**.

Despite the competitive nature of retailing, Provans look set to continue this success for another hundred years or more.



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