



# INSTALLATION OF ELECTRONIC SHELF LABELLING

**Case Study:** Electronic Shelf Labelling – ESL Reseller

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## Case Study: Electronic Shelf Labelling – ESL Reseller

A market leader in the sale and assistance of cash registers, management software, electronic shelf labels, POS, equipment and management solutions for retail stores, required the support of RGIS. The company has more than 10,000 customers which are divided into commercial, retail, catering and industrial.

### REQUIREMENT

The ESL reseller needed a solution to **install electronic shelf labels** within one of their customer's retail stores, so required RGIS to provide the following:

- Merchandisers with **experience of ESL installation**
- To complete the installation **within two days**
- To install the ESL to their **customer's specifications**

### SOLUTION

The ESL reseller partnered with RGIS to complete the **electronic shelf installation project**, and RGIS provided the following:

- Scheduled a team of **20 experienced RGIS merchandisers**
  - Day one – 14 merchandisers
  - Day two – six merchandisers
- The customer gave **specific instructions** on how the labels should be installed for their requirements, including using a particular screwdriver for the shelf setting

### RESULTS

The ESL reseller found by outsourcing the **electronic shelf installation project** to RGIS, the following results were achieved:

- The ESL installation was **completed in the two day time frame** as requested
- A total of **17,000 electronic shelf labels** were installed
- The customer was very happy with the **efficiency of the installation completed**



By partnering with RGIS, the ESL reseller found that the **electronic shelf labelling installation was completed in the two day time frame** as requested with **17,000 electronic shelf labels successfully installed**



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Electronic Shelf Labelling



People Services



Collaborative Approach



Fast Turnaround



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