How do other businesses use electronic price tag signage?

Kohl’s is one of the companies in the US that uses electronic signs. Using a wireless network system provided by Altierre Corp, they have now over 100,000 digital price tags, which has the power to last for up to 5 years. They are using LCD screens, which shows the description and price of its products. There are also colorful paper signs next to these LCD screens, its purpose being to attract customers to go look at the product in the first place.

How effective is electronic price tag signage?

One of the major advantages of using electronic price tag signage is that it allows the store to have promotions more often. By simply updating the price through the system, they will save both time and labor when compared to the original way of clerks stamping price tags on their products. Another advantage is that it reduces the possibility of having mismatched price tags to a minimum, and customers will also feel more secure when shopping. However, some companies do have concerns about switching to using electronic price tags, as they fear the change may unsettle their customers, leading to lower sales. Additionally, there is the cost of shifting to a brand-new system.

http://quikrns.blogspot.com/2013/06/kohls-electronic-signs.html

http://www.nytimes.com/2013/02/10/technology/digital-tags-help-ensure-that-the-price-is-right.html

What kind of Information can be included on the electronic price tag signage?

An electronic price tag can provide the customer with much more information than normal tags because there can be multiple screens on the same tag. In addition to pricing information and special deals on a product, the tag can contain detailed information about the product. For example, a customer who has gluten allergies can press a button on the screen to see if the product is gluten free.

How will these signs benefit ALDI and their customers?

The digital price tag will save ALDI money in labor costs and printing and paper costs. An executive at a company that supplies electronic price tags says that the investment in their product will pay itself back in 2-2.5 years. For customers, the price label is organized a lot nicer and the letters are crisp and perfectly legible. Probably the most important benefit of all would be the reduction of pricing errors to essentially zero. Sometimes, the price the labels display are not the same price in the stores computer. This may be because of a printing error or someone forgot to update the price of an item. Regardless of the cause of the error, these errors can cost a store a lot of money and can cause dissatisfied customers if they notice the discrepancy in price when they check out.
How saturated should the store be with these signs?

Since these signs will be helpful for customers to find detailed information about the product that they are willing to buy, it is important to estimate daily inflow and outflow of consumers. By knowing approximately, the number of consumers per day, it will help the company estimate the quantity of signs that is needed to satisfy equally all the consumers. In addition, estimating the number of consumers will also prevent the company from unnecessary cost if it had to offer more signs than customers need.

Is it feasible to integrate this type of signage into an app program?

Taking into consideration the massive use of technology on people’s daily lives, it will be feasible to integrate signage into an app program to make the purchase of products efficient. Imagine if a customer has the app program where he/she can find information about a certain product including its price; the customer will search all the possible information needed before getting into the store, so when he/she arrives into the, the process of buying will be quicker and less stressful. Customers are attracted by innovation that makes the purchase easy, costless, or efficient. Thus, the integration of signage app may guarantee an increase on numbers of customers leading to high profit for the company.

Other Stores with electronic price tag signage
1. Kohl’s
2. Sear’s
3. Kroger
4. These stores can update their prices electronically and provide more information

How do these signs change business processes?

These signs help the business process move even faster with little issues. The signs take away the time-wasting processes of adding signs every time a product is switched out or the price changes. The competitive nature of business will be affected as well if the companies don’t have signs to compete with the companies that become more efficient for not only the company, but for the consumer as well.

Where in the store would these be placed?

The most efficient placement for ALDI would be below or above the actual product they offer. Therefore, the consumer would be able to physically see the actual object while being able to access the price and more information easily.