



USE CASE

Retail & Commerce



Centralized Price and Promotion Management Solution with Electronic Shelf Labels (ESL)

Implemented in Colombia

Challenge:

Manage frequent price and promotion changes in retail by reducing manual effort and eliminating inconsistencies between in-store prices, POS, and digital channels, without compromising the omnichannel experience.

Solution:

- Implemented electronic shelf labels (ESL) in physical stores.
- Centralized, real-time management of prices and promotions.
- Automatic synchronization between shelves, points of sale (POS), and e-commerce.
- Reduction of operational errors and greater omnichannel consistency.

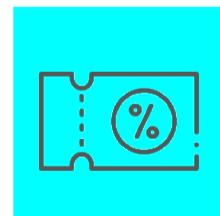
Benefits:



Centralized and instant price and promotion updates.



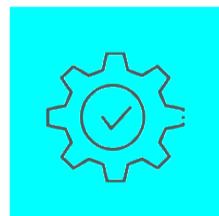
Consistency across prices displayed in stores, POS, and digital channels.



Reduction of operational errors and elimination of manual labeling processes.



Greater agility in campaign execution and price adjustments.



Improved perception of transparency and professionalism in operations.

Tags: ESL / Retail Automation.