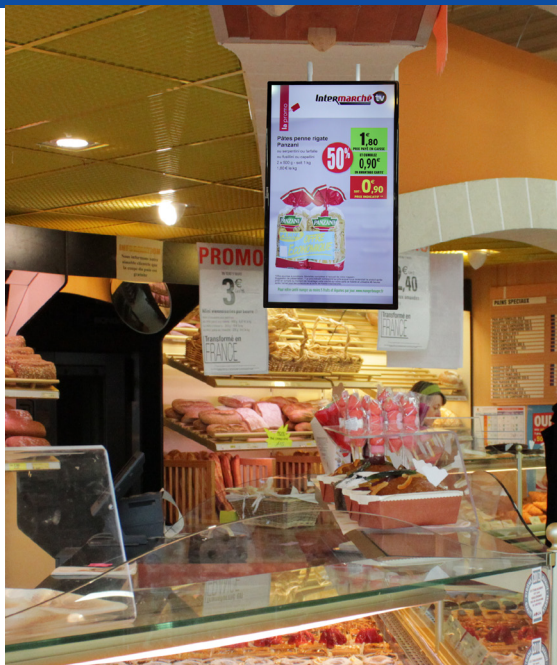


Intermarché Grocery Stores Modernize In-Store Communications with Samsung Digital Signage



Overview

Challenge

Encourage customers to visit more often, modernize store to better compete with other chains, and ease shopper frustration with checkout wait time.

Solution

Samsung LFDs in key departments (Bakery, Meat, Seafood and Cheese) and above checkout lanes.

Results

Interactively communicate local and national promotions, modernize the shopping experience, and reduce perceived wait-time at checkout.

About the client

Intermarché is a group of independent grocery store owners who joined forces to better serve the needs of their customers under a common brand. Founded in 1969, Intermarché has grown to over 2,000 stores in France, Belgium, Portugal, Poland, Bosnia and Romania. Each store is independently owned and operated with a central office that supports local owners through consolidated purchasing, marketing and IT systems.

“The Samsung displays show our products and price specials with bright, full-color graphics and moving images that get the customer’s attention.”

Mr. Philippe Beaufils, Store Manager

Challenge

Grocery retailing is an intensely competitive business. Local Intermarché stores compete with national grocery chains, hypermarkets and convenience stores. To build customer loyalty and encourage repeat visits, Intermarché used paper posters for in-store signage.

But posters are expensive to design and print. And they require significant staff time to post and remove.

“Creating flyers and posters every day takes a lot of time and effort for our staff – I would prefer they focus on assisting customers,” says Marie Nöelle LaFavre, owner of the Intermarché store in the Paris suburb of Buc.

Old-fashioned posters also have other challenges. “The paper-based signage creates clutter in the store and does not convey a modern image of the store. And customers can easily miss the message because it is not dynamic and eye-catching,” says Mr. Nicolas Besnard, Communications Manager.

Promote New Items and Showcase Sales

Solution

In order to address these challenges, Intermarché decided to implement digital signage and chose Samsung commercial LED screens. Samsung is a global leader in advanced LED screens and has developed the widest range of commercial-grade digital signage monitors for retailers. Samsung offers digital signage solutions to fit a range of budgets and creative needs.

Intermarché chose Samsung MD Series Commercial LED displays for the following benefits:

- **Low Power and Eco-friendly:** The MD Series displays use up to 50 percent less power than traditional CCFL technology.
- **Bright High-Resolution Screen:** MD Series have 1,920 x 1,080 resolution with 350 nits brightness and 5,000:1 contrast ratio for sharp, detail-rich images.
- **Slim Bezel and Thin Profile:** MD Series displays have a narrow bezel (just 17.5mm/.68 inches) for a sleek, sophisticated look.
- **Built-in Media Player:** The MD Series has a built in media player (USB Plug and Play with MagicInfo Lite software) so there is no need for an additional player.

The MD Series displays are a versatile, cost-effective digital signage solution for almost any retail use.

Results

Intermarché installed 40" Samsung digital monitors in the Cheese, Bakery, Meat and Seafood departments. Samsung monitors were also installed above the checkout lanes.

Promote New Items and Showcase Sales

In order to build customer loyalty, Intermarché focuses on fresh products. "Product freshness is really important to our customers and to Intermarché," says Nicolas Besnard. "So we stock locally-sourced products and even operate our own dairy plant and fishing fleet."

The Samsung monitors installed in the fresh food departments are critical in communicating product specials, price promotions and recipes. The Samsung screens stand out from the clutter and enable Intermarché to connect with customers at the point of purchase. "The displays show our products and price specials with bright, full-color graphics and moving images that get the customer's attention," says Phillipe Beaufile, Store Manager.

"From now on, every single outlet should have its own Samsung digital signage."

Ms. Marie Nöelle LaFavre, Store Owner



Display Chain-Wide and Local Store Content

Each Intermarché store adjusts its product and promotion mix to meet local neighborhood tastes and needs. At the same time, each store can take advantage of chain-wide, national promotions. The digital content is easy to manage with the included Samsung content management software. The browser-based system enables Intermarché to run chain-wide promotions from the central office. The system also enables local stores to display store-specific promotions based on their customer base and needs.

Reduce Perceived Wait Time

For busy shoppers, waiting in the checkout line can be frustrating – especially at peak times. So Intermarché installed three Samsung displays in the checkout area to keep customers engaged. The monitors display local weather, horoscopes, general news and upcoming promotions. “Customers perceive that their wait time has been reduced because they are now engaged and busy,” says Mr. Besnard.

Modernize the Shopping Experience

Intermarché has been extremely satisfied with the Samsung digital signage solution and plans to expand it to other stores. “The Samsung digital monitors reflect the modernity of the store. I encourage my fellow store owners to consider Samsung displays for their digital signage programs,” says Ms. LaFavre.



“The monitors keep customers engaged and busy so the perceived wait time in line has been reduced.”

Mr. Nicolas Besnard, Communications Manager



Legal and additional information

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