The John Lewis Partnership operates 43 John Lewis shops across the UK (31 department stores, 10 John Lewis at home and stores at Heathrow Airport & St Pancras International), johnlewis.com and 336 Waitrose supermarkets.

The business has annual gross sales of over £10 billion. It is the UK’s largest example of worker co-ownership where all 90,000 staff are Partners in the business. John Lewis typically stocks more than 350,000 separate lines in its department stores.

John Lewis has been awarded ‘Britain’s Favourite Retailer 2014’ by the Verdict Consumer Satisfaction Index, April 2014; Omnichannel Retailer of the Year 2014 at the World Retail Awards and ‘Favourite Home Retailer’ in-store and online in a 2014 Conlumino poll.

The challenge

John Lewis has a dedicated team who check thousands of prices every day to ensure that they are not being undersold by their competitors. The knock-on effect is that hundreds of new labels are printed every day.

Using Digital Shelf Edge Labels (DSELs) John Lewis was assured that when it amended a price, the customer could see the correct price without the need for a Branch Partner to manually intervene, freeing them up to provide the high level of service for which John Lewis is famous.

John Lewis wanted to assess the impact of the additional functionality that is provided by DSELs including automated price and information updates and QR codes linking to johnlewis.com on out-of-stock lines within the store.

The new concept Exeter branch was designed from the outset to be a technology hot-house showcasing some of the latest innovations in retail theatre.

John Lewis chose the electrical department as it is an area which sees frequent price changes as part of their commitment to Never Knowingly Undersold.

It is also the department which has the most bundle offers, which John Lewis was able to communicate on the same SEL as product information.

Customers often wish to search online for more information about electrical products and as a
result John Lewis trialled QR codes linking to their website johnlewis.com

The purpose of the trial was to evaluate customer and partner reaction to the introduction of the new technology of DSELs. John Lewis needed a solution which would fit the following criteria:

- To help manage the co-ordination and implementation of offers and added value information
- To update the prices swiftly
- To ensure a smooth process with this new way of in-store shopper communication.

John Lewis wanted to see whether there was a reduction in time spent by Partners on the shop floor amending and replacing tickets. Beyond this John Lewis wanted to utilise some of the functionality that DSELs offered beyond paper, for example using split-screens to display offers, introducing relevant related items to the customer and using QR codes to offer the customer omni channel shopping options whilst in branch.

**Solution**

The solution was NetTickIT® from Pierhouse. NetTickIT® software manages all the data, processes and compliance to produce in-store communications and promotional tickets that sell.

"The main reason that we chose Pierhouse and their latest software for this project was their desire to do something truly innovative. Right from the outset they showed a real desire to make this Proof of Concept work, and to push Displaydata’s Digital Shelf Edge Label (DSEL) functionality beyond what other retailers have done in the past."

– John Lewis Partnership
Results

The trial ensured that all prices and promotional changes in the store were updated on the labels without error from daily price files. There was an average of 10-15 price changes per day on an assortment of around 280 SKUs, translating to around to 3-5% of the range changing every day. The reaction from both customers and staff was incredibly positive.

“Pierhouse worked hard to meet some tight deadlines in advance of our Exeter branch opening and have continued to support us with the installation and beyond.”

– John Lewis Partnership

Fast implementation

Approximately 300 Displaydata Digital Shelf Edge Labels were installed within the new Exeter store. With a wide range of options available for taking data into NetTickIT®, John Lewis chose to populate a simple predefined spreadsheet with data coming directly from its host systems so implementation was very easy and enabled 100% compliance between the data & DSELs.

Pierhouse ensured the project ran smoothly and carried out the implementation which included creating and amending all templates for the DSELs displays.

NetTickIT® and the DSELs hardware were implemented into the store in less than three hours.

Pierhouse has a proven track record of meeting similar needs and is proud of its 100% record of delivering on time and on budget and our reputation for having a clear vision of retailer’s current and future needs.

Benefits:

- Automated price updates
- Automated information updates
- QR codes can redirect customers to the retailer’s website on out of stock items
- Reasons to buy messaging
- Test additional functionality

For more information on NetTickIT® please contact:

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