



SELL BETTER, SELL MORE

CUSTOMER

PLUS RETAIL is a Dutch supermarket chain with 270 franchises. Part of the SPERWER group, PLUS RETAIL is a major player in the Dutch food retail market.

2011 revenue: € 1.91 billion / 1,200 employees

BUSINESS ISSUES

Improve its competitive edge by optimising the supplying and stock management in stores through the installation of interconnected tools.

THE SOLUTION

- A leasing solution of a package of interconnected equipment (point of sales terminals, electronic weighing scales, etc) handled by a powerful back-office able to manage stocks, reception and transfer of the products.

CUSTOMER BENEFITS

- Permanent availability of products in store shelves
- Sales and customer satisfaction increase
- Billing per store
- Simplified, automatic point of sales management.

econocom

smart^e
solution B2C

THE CONTRACT

- Leasing payment of all the equipment in 150 stores
- 2-year roll-out period
- Currently new investments for narrowcasting screens and electronic weighing scales.



KEY FIGURES

- First lease contract signed in 2008
- Guarantee by the parent company.

CUSTOMER TESTIMONY

Pieter RILEY, ICT Manager :

«Econocom has the ability to rapidly face new challenges. The dedicated contacts working on the PLUS Retail account have a proactive mind-set and think up solutions that suit the customer. However, it were mainly the pleasant way of working together and the informal personal contacts that made the difference.»