

Flisekompaniet

Flisekompaniet – campaign messages in combination with relevant customer information

THE CHALLENGE

Flisekompaniet was founded in 1979, and today it is Norway's leading chain specialized in tile import, distribution and sales. Its main office is in Oslo, where they also have three outlets. Flisekompaniet has 25 stores all over Norway, including Oslo, Tromsø, Alta, Sortland, Trondheim, Molde, Ålesund, Førde, Bergen, Haugesund, Stavanger, Kragerø, Fredrikstad, Kongsberg, Hønefoss, Sotra, Lillehammer, Moss, Ski, Skårer, Drammen and Steinkjer. With 30 years' experience, it is known for quality products and superior product knowledge and service.

Flisekompaniet started to look into digital signage because it wanted a new channel that could be used in multiple ways. Flisekompaniet wanted to emphasize its campaigns so it could influence customers at the store, as well as communicate with customers in a new way that would be on-site, direct and dynamic. To support its position as a serious, service-oriented company, it also wanted to use the channel to provide useful information to customers.



With these thoughts in mind, Flisekompaniet turned to Netsolution, a Scala Certified Partner. Netsolution presented a solution it liked and is still managing the network.

THE SOLUTION

Flisekompaniet started to use digital signage delivered by Netsolution in 2006. There are between one and three screens in the stores and showrooms.

The overall objective of the solution is to increase revenue. In addition, digital signage plays a significant role in service messaging, product information, brand building and maintenance of brand awareness.

Flisekompaniet uses digital signage to emphasize its campaign messages. The customer gets direct mail advertising in their mailbox, and then they see the message again when they enter the store. This works as a reminder, and hopefully leads to a purchase.



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The screens also show useful information, tips and guidance about things customers need to remember when doing a tile job themselves. Signs show off new products and tile trends to the customer.

Flisekompaniet has used digital signage for three years now and is satisfied with its own development within this new communication area. In the beginning, Netsolution helped Flisekompaniet on the content side, but this is now managed within their own marketing department.

Today Flisekompaniet has a total of 28 screens and 21 players running at its stores around Norway. The screens are located by the help desk area, where people tend to approach for questions and consulting, and they are absolutely attention-grabbing.

THE BENEFIT

"The ability to communicate with our customers from both a sales and informational perspective has really been an eye-opener for us. It has definitely become an important communication channel that we will continue to develop," says Raymond Lund, CEO at Flisekompaniet. The marketing department now uses Scala to both centralize messages and to adjust the content for different parts of the country. Content Manager can handle different types of content, like pictures, messages and videos, and it gives them the ability to schedule content down to the minute.

Flisekompaniet is now able to give updated campaign information to the customers and influence them directly. The screens contribute to a more interesting and vivid experience for customers visiting the store.

In the future Flisekompaniet might look into the possibility of using Scala for internal communications. Scala can be used in multiple ways, and expanding the network is very cost-efficient and easy for the customers that have already invested in the system.

