

# XL-BYG

## XL-BYG – about boosting revenue

### THE CHALLENGE

With more than 250 stores, XL-BYG is the largest Scandinavian tool and DIY center chain. Its buying power allows it to offer customers the low prices they are looking for, and with so many locations, shoppers can conveniently access a nearby store.

In spring 2008, XL-BYG began to search for digital signage suppliers. Its overall objective for a digital signage solution was to boost revenue. In addition, it wanted a system that could deliver messaging, product information and brand-building content.

To implement the network, XL-BYG turned to Nuppenau, a Scala Certified Partner in Denmark. “It wasn’t hard to choose our future corporate partner. Nuppenau separated from the rest by showing a very professional approach to the case. We especially focused on their experience and knowledge when it came to the use and development of the next level in our digital signage solution,” says Nicolai Aaboe, Interior Manager, XL-BYG.



### THE SOLUTION

The strategy and concept for the digital signage solution was formulated during a three-month trial in five different locations. The test showed significant opportunities for boosting revenue. The concept developed was to install screens playing different content at different strategic positions in the XL-BYG center. Different channels allow XL-BYG to adjust the content and message to a specific product area in the store.

“Screen-spotting” or surveying was done in every single location. Displays and high-powered content would be wasted if the signs aren’t placed where customers can see them.

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The overall objective of the solution is to boost revenue. In addition, the digital signage plays a significant role in service messaging, product information, brand building and maintenance of brand awareness. Service messages are suitable for the screens by the checkout area. Product information is not just promoting products, but creative use of video to demonstrate product value. Branding is a matter of keeping general awareness as high as possible.

Today XL-BYG controls a media network with direct communication at 126 locations and more than 750 screens.



### THE BENEFIT

“This new media is generating more sales and makes cross-selling more likely. Another big benefit is that we are now able to give customers product demonstrations in the store using the same system. We can show a lot of different content, which suits our strategy perfectly,” says Aaboe.

The next step in the solution will be developing more adaptive content. This means locally adjusted content, and product and way finding systems based on touch screens. This will give customers even better service and a higher quality shopping experience.



nuppenau  
on display communication