

In an Industry first, Carrefour Rolls Out the Pricer Automated Product Geolocation Module in its National Mobile Shopper App “Carrefour & Moi”

Pricer, a leading supplier of Electronic Shelf labels (ESL) and in-store digital solutions announces the industry first deployment of automated product positioning for the 45 largest Carrefour Hypermarkets in France.

Carrefour’s store digitization project

“Our cooperation with Carrefour around their store digitization process begun several years ago with the implementation of key digital functionalities in the ‘C-où’ mobile application for the Villeneuve-la-Garenne store” says Philippe Goas, Lead Key Account Manager for Carrefour Group at Pricer. “End of 2016, the partnership expanded as we integrated the geolocation module in the “Carrefour & Moi” mobile application of the flagship Villiers-en-Bière store. It was immediately adopted by the shoppers for its user-friendliness and its ability to quickly locate products and learn about promotions. As Carrefour’s expectations in terms of customer experience improvement were met it was decided to expand the roll out to the 45 largest hypermarkets.”

How does the Pricer product positioning solution work

Pricer’s solution to automatically position products is based on the existing infrastructure and ESLs in the store. Pricer updates product positions daily without any manual intervention. Besides locating the products on a digital store map, this solution enables new business cases by optimizing processes, such as Click and Collect, to save costs and increase turnover.

“Automated product positioning is a major enhancement to our industry leading system and adds significant value to our customers.” says Helena Holmgren, Pricer’s CEO. “In order to meet Carrefour’s digital needs, our teams partnered to fine-tune this groundbreaking technology. We are very proud to be a partner in Carrefour’s digital journey.”

Contact person

Valérie-Anne Gauci-Roussel, Marketing Manager France, +33 (0)6 62 40 77 29

About Pricer

Pricer AB, founded in Sweden in 1991, listed on the NASDAQ Stockholm, is a global leader in providing in-store digital shelf-edge solutions that enhance both store performance and the shopping experience. The increasingly feature-rich Pricer platform is fast, robust, interconnectable and scalable.