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SHELL De Lucht increases margins with price changes across the day

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Shell De Lucht petrol stations have improved their business by changing prices for groceries four times over the course of the day in the Netherlands. Owner Clemens van Hulten reported at last week's Retail Technology Summit of NRF and EHI in Amsterdam that he increased his margins by 2.6% with flexible prices. At night, he increases the prices by 10% without selling less products. Shell De Lucht deploys electronic shelf labels (ESL) from Pricer and rule engines from Impulse Logic and Capgemini. Main contractor Toshiba integrated the solutions with the existing POS software from Tokheim.

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