Media Markt – Saturn
Omnichannel Retailing with Pricer ESLs

Media-Saturn-Holding GmbH, headquartered in Ingolstadt, Germany, is a holding company which comprises of three independently managed retail brands – Media Markt, Saturn, and redcoon. With net revenues of €21 billion, approximately 65,000 employees, and operating in 17 countries throughout Europe and Asia; the Media-Saturn Group is a true retail giant.

Each of the Group’s three brands sells a vast range of consumer electronics – household appliances, telecommunications products, computers and cameras to name but a few - through multiple channels. In 2012 alone, approximately 320 million customers were served via Media-Saturn Group’s offline, online and smartphone-accessible stores.

As part of this offering, Media-Saturn is dedicated to operating an omnichannel environment. This is based on a dynamic and flexible pricing policy, whilst ensuring that the prices of goods are exactly the same in the Group’s brick-and-mortar shops as they are in their online stores, at all times – meaning one, seamless experience for customers, whichever channel they choose to use.

Operating an omnichannel environment

With the internet, shopping has become an increasingly transparent experience. Today’s consumers are accustomed to the many benefits of online shopping – including access to customer reviews, complete product information, and the option to compare prices across different channels and between different stores.

Furthermore, the vast majority of consumers now carry a smartphone with them at all times, and are therefore able to access the internet anytime, anywhere. Shoppers in a brick-and-mortar store can, using their mobile phone, immediately compare the price of a good on display to its price in many different online stores. The rise of the ‘showrooming effect’ is testament to this – whereby customers visit an offline store to view and inspect merchandise, and then purchase at a later time online or at another shop elsewhere.

In order to succeed in such a price-competitive industry as consumer electronics, and when faced by the new generation of smartphone-enabled consumers, Media Markt – Saturn needed to ensure they were able to instantly respond to competitor prices, making certain that

Name: Media Markt-Saturn Holding Netherlands
Place: The Netherlands
Number of stores: 45
Number of employees: 2,500
Average Annual Turnover: €1,401 million
Number of ESLs: 240,000
Press campaign: http://youtu.be/2nXCJGlVowo
a sale is made. “The ability to respond instantly to price changes, particularly those of our Internet competitors, is an important part of our multichannel strategy,” confirmed Gordon Scholz, CEO of Media Markt – Saturn Holding Netherlands.

With this proactive pricing strategy in place, Media Markt – Saturn also wanted to ensure that prices across all their channels matched – nothing is more damaging to customer loyalty and to the chance of securing a purchase than when a customer discovers they are expected to pay more for a product in-store than online.

After conducting a thorough market review, Media Markt – Saturn piloted Pricer’s Electronic Shelf Labels (ESLs) in some of their stores in the Netherlands. The implementation of Pricer’s ESLs was a smooth and simple process, thanks to the support of Media Markt-Saturn’s international integration partner, Wincor Nixdorf. After the success of this pilot, the Group made the decision to deploy Pricer ESLs in all 45 of their stores in the Netherlands.

Dynamic, flexible pricing at the click of a mouse
With Pricer’s centrally managed ESLs, the store can update prices for an unlimited number of products from just one computer. As a result, Media Markt – Saturn’s stores can easily ensure that prices displayed on the shelf-edge are exactly the same as those online – guaranteeing price consistency across all channels.

Furthermore, Pricer’s system is the fastest on the market, which allows Media Markt – Saturn offline shops to react in seconds and respond quickly to competitor pricing – so that, in the crucial moment when a customer is comparing prices on their smartphone, they are convinced, and don’t walk out of the store empty handed.

Bringing the benefits of online onto the shelf-edge
In this age of omnichannel retailing, it is vital that offline stores are able to offer customers the same experience they would be able to get online. Pricer’s ESLs have brought the benefits of online straight onto the shelf-edge of Media Markt – Saturn stores, offering a dynamic, proactive new sales opportunity.

For more information, please visit: www.pricer.com or contact us at: sales@pricer.com

Pricer AB • Västra Järnvägsgatan 7 • S-111 64 Stockholm • Sweden • Tel. +46 (0)8-505 582 00
Pricer SAS • Parc Ariane Bât. Saturne, rue Hélène Boucher • 78280 Guyancourt • France • Tel. +33 1 61 08 40 20
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