

CASE STUDY

CAFÉ CAPPUCCINO AMOR

Established over 12 years ago, Café Amor is situated in Basepoint Luton, UK, and serves businesses within the complex and surrounding offices on the estate.

FRESH FOOD SECTOR

Café Amor

PRODUCT:

Opticon EE-290 ESL



Problem

Café Amor has a long relationship with Basepoint Luton providing refreshments to its community of IT businesses and offices. Although within a great location, they have struggled to increase prices in years gone by as they did not have the man power to amend/update pre-labeled shelves.



Solution

Opticon UK has provided a technology solution where any member of their team can update prices at the click of a button. By installing Electronic Shelf Labels (ESL) they can now update prices easily, suiting their business requirements.

Implementation

Working with the owners of Café Amor we have installed 2.9" ESL's at strategic points within their store covering all products they sell. We also installed an EBS-40 Base Station within their office and provided onsite training to all staff members.



Result

A combination of 2.9" ESL and Opticon Server Software has allowed them to manage their human resources more efficiently, analyse how well produce is selling and which items they need to stock more of, these analytics used to be completed by hand. In addition, the ESL's have minimised food wastage and maximised profits.