

Transform the shopping experience with smart lighting

One of Germany's top retailers is using Interact Retail software to control LED lighting to create a distinctive shopping experience for shoppers, while boosting sales in their promotional area.

"In this project we succeeded in driving shoppers to certain products and increasing sales."

Norbert Scheller, Store Manager Globus Saarbrücken-Güdingen

Customer challenge

Established in 1828, Globus is a retail chain of hypermarkets and electronics stores that prides itself on customer service. The chain's Saarbrücken, Germany location wanted to improve its store by providing a unique shopping experience, and more specifically, to create more excitement and attention in the promotions department.

Solution

Globus partnered with us to research three different lighting scenarios in the promotional areas of their store, controlled by Interact Retail scene management. The first lighting scenario mimicked the effects of the current lighting—a uniform lighting design which would form the baseline for the research. The second focused on accent lighting to highlight certain items and create contrast. The third combined both spotlighting and pastel up-lights. The colors played into shopper emotions and increased the visibility of the promotional area from a distance.

Interact – Making it happen

The three different light settings were programmed using Interact Retail Scene management software to alternate the lighting scenario schedule every few days for a period of two months. Together with DFKI (German Research Center for Artificial Intelligence),

we spent this two-month period counting the number of customers spending time in the promotional area and analyzed sales data to see how the three lighting scenarios affected traffic in this area



More traffic

Compared to the baseline scenario with uniform lighting, the spotlighting scenario increased traffic to the promotional area by 7%. The

soft pastel up-lights scenario attracted an additional 8% of shoppers. Overall, a total of 15% more people entered the promotional area compared to the baseline scenario.



More sales

The store manager was especially happy with the third lighting scenario, as it included the popular spotlighting in addition to the soft pastel

colored up-lights, resulting in an impressive 6% sales increase in addition to the 15% increase in customer traffic,



Scene management

Redesigning store space is expensive and time-consuming, but our scene management software makes changing lighting configurations easy and

intuitive. Change light scenes to support special promotions, events, and activities that drive a better brand experience and customer loyalty.

Project details

- Scene management allowed the store to research three different lighting settings in the promotional zone
 - 7% more people visited zone when spot light setting applied
 - 15% more people visited zone and sales increased 6% when spot and soft-pastel colored up-lighting was applied

Find out how Interact can transform your business

www.interact-lighting.com/retail

interact

© 2018 Signify Holding. All rights reserved. The information provided herein is subject to change, without notice. Signify does not give any representation or warranty as to the accuracy or completeness of the information included herein and shall not be liable for any action in reliance thereon. The information presented in this document is not intended as any commercial offer and does not form part of any quotation or contract, unless otherwise agreed by Signify.

All trademarks are owned by Signify Holding or their respective owners.