

NetTickIT®

Powering the digital shelf edge



Pierhouse are experts in smart in-store signage, we understand the retail environment and why smart in-store signage combined with digital is crucial for ensuring a successful customer experience (CX) strategy.

We also know that 89% say a positive digital experience is just as important as prices. Our NetTickIT® platform provides retailers with the means to seamlessly manage and control both digital and printed point of sale. Ensuring consistency of your brand and a unified customer experience.*

*Riverbed Retail Digital Trends Survey 2019

The NetTickIT® Platform

Our platform enables retailers to control a variety of digital devices from electronic shelf labels (ESLs) and video shelf strips to large digital screens as well as augmented reality possibilities. Our platform is compatible with most hardware vendors, such as SoluM, SES, Pricer, DisplayData, SFD, therefore providing retailers with the greatest flexibility.

Our platform allows retailers to control all forms of customer communication devices therefore ensuring consistency no matter the output/device. Allowing retailers the flexibility to implement ESLs in only selected stores or departments where changes to shelf edge labels are most frequent thereby maximising the time saving benefits of ESLs compared to placing/removing paper tickets. Other benefits of using ESLs include: -

- Lights that assist store associates with product locations to speed up picking click & collect / home delivery orders.
- NFC (Near Field Communication) links to additional digital content.

"The main reason that we chose Pierhouse and their latest software for this project was their desire to do something truly innovative."

Department Store Retailer in UK with 50+ stores

Talk to us today for more information +44 1252 735000

pierhouse
love retail

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NetTickIT® Top 5 Reasons to digitise the shelf edge

1 SALES UPLIFT

Boost sales with eye catching signage. Promotions and price changes can be up and running within minutes enabling agility and competitiveness to capture every customer buying opportunity.

2 IMPROVED OPERATIONAL PROCESSES

Saving time and money on signage implementations, allowing store associates to focus on serving customers.

3 BRIDGING THE GAP BETWEEN THE PHYSICAL AND DIGITAL STORE

NetTickIT® delivers a unified platform for both paper and digital media from electronic shelf edge labels to digital screens and mobile marketing, ensuring consistency of brand and a unified customer experience.



4 ACTIONABLE INSIGHT IN-STORE

Big data analytics can be actioned at the shelf edge in real time driving conversion rates in-store.

5 PERSONALISATION

Guiding customers to buy the products they came in for, engaging with them through digital, mobile and physical interactions.

We are Pierhouse: providers of smart in-store signage to retailers across the world.

Retailers love NetTickIT's® proven ROI benefits, dynamic in-store promotions, efficient store processes, centralised reporting and compliance as well as multi-lingual & currency capabilities.

Customers love the rich in-store experience brought to them by our NetTickIT® platform. The right information, in the right place, at the right time for easy shopping decisions.

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