



guide to products

store operations





"hole-in-the-shelf"

ICA MAXI Lindhagen test drive Shelfie Pro – Robbie!

Since the beginning of autumn, Robbie has been a great success at ICA MAXI in Lindhagen in Stockholm. If you haven't seen him on TikTok, maybe on Facebook or Instagram. Because his admirers are many. Where both young and old want help finding the right place in the store!

"Shelfie Pro"-Robbie is developed by DeDuCo International NV and StrongPoint is a strategic development partner and exclusive dealer in the Nordic market. Robbie can be used both as a customer host and as a store assistant.

Why did you choose to test Robbie in your store?

Fredrik Rister, Dealer ICA MAXI Lindhagen made the decision to start with this particular Pilot because Robbie was something completely new on the market. ICA Lindhagen also has the experience of both *daring* and *wanting* to test new exciting innovations and new technology that can improve and simplify for both customers and staff. The fact that Robbie could also fulfill both of these functions is very unusual, which made the choice even easier for Fredrik, together with the staff in the store, to make.

Expectations for Robbie before the pilot?

Expectations before the pilot was launched were cautiously positive from the store's side. But Robbie quickly proved his worth. Today, it is estimated that around 1,000 customers a week use Robbie to find their way around the store, says Fredrik. The staff notices a noticeable difference from Robbie's presence, in that customers no longer ask as much about, for example, where the cash registers are in the two-story ICA MAXI store.

Fredrik and his colleagues are also **pleasantly surprised** at how well Robbie has worked. He finds the store very well and makes way for both customers and pallets that easily get in the way in the changing store environment.



" *Robbie is a hit with both adults and children !* "

Fredrik Rister, Dealer ICA MAXI Lindhagen

The pilot's first and second phase of "Robbie Lindhagen"

Now the pilot with Robbie has done its first phase. That is, Robbie has been implemented, he can be found in the store and you can see that Robbie is used extensively by customers. Both adults and children find him a fun and helpful feature in the store. The fact that he is also designed with a face and makes funny noises reinforces the positive impression of Robbie.

During the second phase of the pilot, Robbie will be used to find "holes in the shelf" in the store and make so-called realograms to make the inventory more efficient. A further development is also to make Robbie even sharper in his auxiliary function. Something that StrongPoint & ICA MAXI Lindhagen will further develop in consultation.

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