

From Manual to AI-Driven Pricing Across the Nordics



Background

Elkjøp is the leading electronics and home appliances retailer in the Nordic region, operating over 400 stores and multiple eCommerce platforms across Norway, Sweden, Denmark, and Finland.

As part of a leading European consumer-electronics group, Elkjøp serves millions of customers every year through a strong omnichannel presence.

In such a competitive and price-sensitive market, staying ahead of competitors while protecting margins is a daily challenge.

To maintain its leadership position, Elkjøp needed to modernize its pricing operations and transition from manual maintenance to data-driven, AI-powered pricing.

Challenges Before Quicklizard

Elkjøp's pricing and IT teams faced growing complexity in managing hundreds of thousands of SKUs across online & offline channels.

Key challenges included:



Manual price updates slowing down reaction time to market changes.



Margin pressure in highly competitive categories.

They needed a platform capable of automating the operational layer of pricing while giving analysts and category managers more strategic visibility and control.

Why Quicklizard

Elkjøp selected Quicklizard for its **open, flexible architecture** and advanced AI capabilities that could be tailored to the company's hybrid retail model.

The implementation, completed in **3 - 6 months**, was driven by close collaboration between Elkjøp's pricing and IT departments and Quicklizard's customer success team.

Solution in Action

With Quicklizard, Elkjøp introduced a daily dynamic pricing process based on competitive insights and defined leader–follower relationships. The team now optimizes outlet and refurbished items, applies auto-approvals, and runs advanced pricing scenarios that were previously impossible to manage manually.

Today, over **75% of Elkjøp's assortment** is priced automatically, while the remaining items benefit from faster and more data-driven manual pricing decisions.

Modules deployed:



Article
Segmentation



AI Competitor
Sensitivity



Revenue / Profit
Optimizer



Forecasting

Results & Impact

Operational Transformation

Automation of ~ 75% of
the catalog.

Frequent daily updates
powered by market data.

Consistent omnichannel
pricing governance.

Business Impact

Faster reaction time
to competitor price changes.

Higher pricing accuracy & relevance
across core categories.

Improved efficiency
of the pricing and IT teams, enabling them to focus on
strategic initiatives instead of manual maintenance.

Sustainable competitiveness
in maintaining Elkjøp's position as one of the most
affordable, yet profitable, retailers in the Nordics.

Reallocated resources to higher-value work
automating repetitive pricing tasks freed staff to lead
strategic projects, support sales, and improve processes,
driving measurable business efficiency and faster project
delivery.

“With Quicklizard, we’ve completely redefined how pricing operates across the Nordics. What used to take days of manual updates now happens automatically, powered by data, not guesswork. The result is faster decisions, stronger control, and a pricing strategy that keeps pace with the market in real time.”



Michael Lindberg
Nordic Pricing Manager
Elkjøp



Looking Ahead

Elkjøp continues to evolve its pricing strategy with Quicklizard’s AI capabilities and is exploring expansion across additional product groups.

With a **9/10 satisfaction rating**, the partnership between Elkjøp and Quicklizard demonstrates how intelligent automation can drive measurable value at scale in modern retail.

“Elkjøp’s pricing team has transformed the way they work, from a non-flexible system and manual checks to a robust pricing engine powered by precision and AI insights.

It’s a perfect example of how automation enhances strategic focus rather than replacing it.”



Jonathan Kidushim
Director of Customer Success
Q* QUICKLIZARD

Key Takeaways



3–6 months

Onboarding Duration



~75% of SKUs

Automated Portfolio



9/10

NPS

Reaction Time

Frequent daily market updates

Business Focus

Faster decision-making, stronger control, sustainable competitiveness

Next Step

Broader AI deployment going for 2.0