



## Changing in-store customer experience through **self-checkout technology**

Retail



### THE CUSTOMER

Spar Slovenia is one of the largest retailers in the country, with presence since 1992.

Spar has been operating in Slovenia since 1992, and has become one of the most trusted companies in the market scoring first for freshness, quality and range. Today it has 99 outlets and its retail sales exceed €733 million.

### THE CHALLENGE

Increased competition allowed customers to switch from one retailer to another. Spar wanted to increase customer loyalty and stand out from the rest of retailers providing an improved customer experience.

Spar was looking for innovative solutions that would assist the company to improve its competitiveness and gain market share. The retailer aimed at attracting new customers, while protecting their customer base. Additionally they wanted to reduce operational expenses and support revenue expansion.

Their experience had shown that customers tend to shop where they know they can get out of the store quickly and easily. They are also demanding additional service in other parts of the store, besides cash register. Self-checkout enables customers to check out fast, helping retailers build customer loyalty in today's competitive marketplace. It also allows employees to assist customers inside the store.

#### BY THE NUMBERS

# 200+

SELSERV™  
CHECKOUT units

# 48

SPAR STORES

# 53%

OF CUSTOMERS USE  
SELF-CHECKOUT

## THE SOLUTION

Spar Slovenia installed more than 200 SelfServ™ Checkout units in 48 different outlets, replacing some of the original staffed cash registers.

Recognizing that one of the keys to customer satisfaction and loyalty is checkout process, Spar focused in finding ways to reduce waits in line and improve store throughput. Spar selected Printec for the implementation of the project with NCR SelfServ™ Checkout units, not just because of the innovative technology their offering entailed but also because of the consultative approach they provided. The solution ensured the right deployment, management and service in order to boost both service levels for shoppers and sales levels for retailers.

The successful collaboration between Spar, NCR and Printec, with dedicated teams from all sides led to a fast and reliable implementation, and immediate adoption of the solution by the customers.



## THE RESULTS

The project was characterized by its rapid and seamless implementation, resulting in 53% of the customers using the Self-Checkout route.

### FOCUS ON OPERATIONAL EFFICIENCY

With one assistant looking after up to eight self-checkouts, Spar is now able to re-deploy staff elsewhere in the store. This includes improving on-shelf availability of products and helping shoppers find the products they need.

### IMRPOVED CUSTOMER EXPERIENCE & LOYALTY

- Customers enjoy additional help while shopping, as well as manage their own check-out process, gaining speed by shorter queues and improving their overall experience in the store. This secures repeat purchases and positive word of mouth for SPAR.

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