



How Grocers are Using Self-Checkout to Improve Customer Experience and Operational Efficiency



Consumers have changed the way they shop in recent years, and their expectations for brick-and-mortar retailers like grocery stores have grown. When it comes to shopping for groceries, consumers want a faster, more personalized and convenient experience. According to [Dunhumby's 2021 Retailer Preference Index \(RPI\)](#), speed to shop is one of a consumer's top priorities, so streamlining self-checkout is a logical step grocers can take to improve overall customer satisfaction.

Why Self-Checkout?

As shopping habits and preferences evolve, one of the main challenges for brick-and-mortar retailers is improving the checkout experience even in the face of a labor shortage. Shoppers have become accustomed to the convenience of online ordering. This has made them less tolerant of long checkout queues or complicated processes to complete a transaction. The deployment of self-checkouts is one solution that simplifies and expedites the checkout process for retailers of all types and sizes.

▶ Technology Improvements Are Creating a Better User Experience

Though barcode misreads and the necessity to navigate multiple screens were a source of frustration for retailers and their customers in the early days of self-checkout, technology advancements are changing the user experience at the point of sale (POS) for the better. Product scanning is more accurate and efficient, and AI solutions recognize produce on the scanner platter. The timing could not be better, considering retailers over the past two years have struggled to hire enough staff.

▶ Get Customers In and Out Faster

Speed of transaction is a large part of customer satisfaction. When it comes to grocery stores, consumers are happier when they can ring their items up quickly without standing in line. Self-checkout devices add a line busting element to the shopping experience because you can open more registers immediately without requiring a dedicated associate for operation. This allows customers to have a faster, better experience.

► Save on Labor Costs

Whether you're short on staff or just want to reposition associates throughout the store, self-checkouts are your go-to solution. Instead of having a cashier at every register, you can redistribute your staff to perform inventory, customer service, and shelf restocking tasks. A single cashier can support multiple self-checkouts to ensure customer throughput and satisfaction.

Technology Can Improve the Benefits of Self-Checkout for Retailers

Research shows that retailers that implement self-checkout options see an almost immediate **200% increase in sales** by removing long POS queues and making the checkout less complicated. However, SCO can increase shrink due to intentional or unintentional errors by the customers.

► Saving Time and Reducing Shrink at Self-Checkout With Smart Cameras and AI

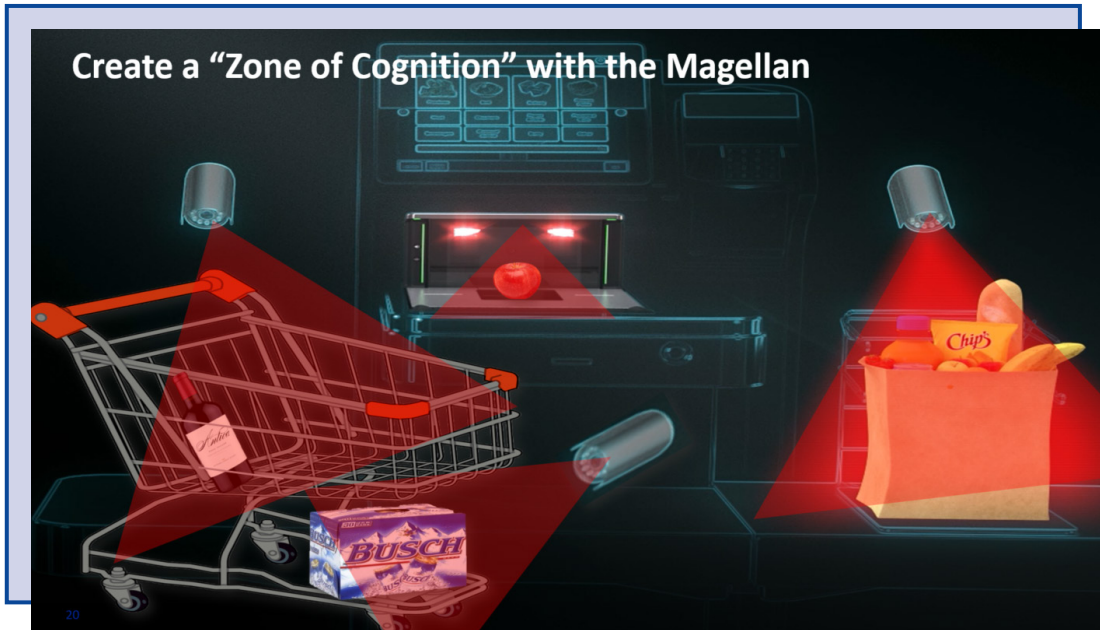
Get Scanning Right the First Time

The new generation of self-checkout platforms employ machine vision and AI for produce recognition to identify the product in real-time. Machine vision doesn't require users to look up PLUs or items on the screen. This can translate to a savings of 15 seconds per weighed item in the checkout transaction. The technology is getting sophisticated enough to even distinguish between variations of the same item – for instance, machine vision can recognize the difference between a Macintosh and a Granny Smith apple. Thus, machine vision simplifies the process, creating a better user experience.

Reduce Scan Avoidance

New self-checkout technology is also preventing loss with cameras that detect when weighed items are not properly placed on the platter, as well as when an item passes in front of the scanner but does not result in a barcode being sent to the POS or SCO system. "Scan avoidance" can be accidental or intentional, but today's advanced scanner scales can play an integral part in limiting this type of shrink.





► The Future of Loss Prevention Technology

New scanner technology will allow external cameras to be synchronized with the internal scanner cameras so that loss prevention solutions work in unison to create a “Zone of Cognition” that addresses the total SCO shrink risk. These ongoing scanner enhancements will not only include camera and camera network technology but also neural processors that execute AI algorithms inside the scanner. When these new machine vision platforms are combined with retail AI software, these highly capable scanners will significantly transform the simplicity of deploying and supporting smart self-checkout.



The Next Generation is Here

The #1 selling family of in-counter scanners for assisted and self-checkout just got better. With fresh styling, rugged design, industry-leading scanning performance and new options that enable [Artificial Intelligence \(AI\)](#) at the checkout, the [Magellan 9600i & 9900i](#) scanners are in a class of their own! These scanners have been designed from the ground up to improve efficiency and to enable AI capabilities that solve the shrink issues for both self-checkout and assisted applications.



The Best Self-Checkout Devices Give Your Customers More Freedom and Boost Efficiency for Your Grocery Store Operations

Adding self-checkout to your grocery store gives customers the speed and convenience they want while mitigating labor and operating cost concerns. Customers have more control over their checkout experience and grocers are able to reposition staff to assist in more useful ways within the aisles of your store.

When implementing new self-checkout, be sure to choose scanners with the latest features to ensure the best experience for you, your associates and your customers. Datalogic scanners provide not only the latest features but also unmatched scanning performance built from decades of experience.

*Discover how you can deliver a smoother, speedier shopping experience for your grocery store customers with **Datalogic self-checkout** devices today!*



About Datalogic

Global technology leader in the automatic data capture and factory automation markets since 1972, specialized in the designing and production of barcode readers, mobile computers, sensors for detection, measurement and safety, machine vision and laser marking systems.

Datalogic S.p.A. is listed in the Euronext STAR Milan segment of the Italian Stock Exchange since 2001 as DAL.MI. Visit www.datalogic.com