How Grocers are Using Self Check-Out Devices to Improve Front End Operations

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Consumers have changed the way they shop in the last couple of 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 check-out is a logical step grocers can take to improve overall customer satisfaction.

Why Self Check-Out?

Self check-out devices are a next generation solution for any and all grocery store frontends. They provide customers with more control over their check-out experience and increase satisfaction by speeding up the process; and they help grocers save on the cost of labor shortages and shrink headaches.

▸ Get Customers In and Out Faster

Speed of transaction is a large part of customer satisfaction. When it comes to grocery stores in this day and age, consumers feel safer when they can ring their items up quickly without standing in line. Self check-out devices add a line busting element to the shopping experience because you can open more registers at once when you don't need a dedicated associate for operation.

▸ Save on Labor Costs

Whether you're short on staff or just want to reposition associates throughout the store, self check-outs are your go-to solution. Instead of having a cashier at every register, you'll be able to redistribute your staff to perform inventory, customer service, and shelf restocking tasks.

Furthermore, today's best self check-out devices are intuitive enough that they require minimal training to master. Get the most out of your staff by offering them tools that make it easy to succeed.

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Scales Configured to Reduce Shrink

Shrink can be considered a lot of different things but when it comes to self check-out devices, weight and proper scanning are the major causes of shrink in a grocery store setting. If produce is overhanging on the scanner, the scale platter can show up as a lighter weight than what is actually being purchased. The best self check-out devices have features in place that help reduce shrink by detecting when items are not completely on the scale.

Having a scanning device that offers some of these features will ensure you're receiving the correct funds from every basket.

- Connective Hardware, having both the horizontal and vertical pieces of the scanner connected to avoid product slippage

- Produce Railing, to help keep the produce on the scanner when a customer is moving too fast through their basket

- Additional sensors on each side of the device, to ensure no product code is forgotten

- And lastly, having an attachment like a Top Down Imager (TDi) to help reduce the amount of shrink by effortlessly detecting products with a built in camera

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Remote Management

With a large ratio of cashiers to check-outs, sometimes there can be multiple customers that require assistance at the same time. Instead of having your associate running from check-out to check-out offer them a remote management solution. Allow your associates to manage scanning problems and operational issues from one central location. This can reduce downtime and keep self check-out lines moving smoothly.

CSS for Customer Loyalty and Coupons

Occasionally you may need to have an associate operating a self check-out. For these times you can still keep shoppers engaged and moving with a customer-facing customer service scanner (CSS). They can use this to scan their loyalty cards and coupons while cashiers are scanning their groceries,ensuring your customer is engaged and the lines are still moving at a rapid pace.

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The Best Self Check-Out Devices Give Your Customers More Freedom While Boosting Efficiency for Your Grocery Store Operations

Adding self check-out devices to your grocery store gives customers the speed and convenience they want while mitigating labor and operating costs. Explore the endless possibilities when incorporating a self check-out device into your bustling frontend operation. Allow customers control at check-out while repositioning your staff to assist in more useful ways within the aisles of your store.

When implementing new self check-out devices in your store, be sure to choose those that have the features you need to ensure the best experience for you, your associates, and your customers. Look for devices that offer dependable, fast scanning, are configurable, intuitive, and easy to use, and have built-in features to reduce shrink.

> *Discover how you can deliver a smoother, speedier shopping experience for your grocery store customers with **Datalogic self check-out 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

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