



Innovators in Retail Technology

CBE SELF CHECKOUT



Increase your profits and build customer loyalty with Self Checkout

"...our expectations have been surpassed by the successful experience to date; there was a steady increase in uptake over the initial two month period and 15% of shoppers now choose this as their preferred checkout option."
Joe O'Toole

Global research has shown that Self Checkout enhances the consumer shopping experience and helps grow profits in supermarket and convenience stores.

CBE's innovation team has developed the integrated technology to enable independent retailers to provide a self-service express option that appeals to a growing proportion of shoppers of all ages and demographics.

The system is designed to offer a one-stop-shop for all services normally available at the till, such as phone top-up, loyalty fulfilment, laser payment and cash back.

We Sell because We Service





What is CBE Self Checkout and how does it work?

Shoppers can choose to line up in the traditional way, or scan the items and pay for them at a self-service check out. Self Checkout provides greater choice to shoppers by allowing them to check out and bag their purchases themselves; they can do so in their own time and privacy.

There are two Self Checkout options available:

1. Supermarket Format

For larger supermarkets, the Self Checkout terminals are typically grouped together in batches of four, and are monitored by one dedicated staff member. This sales assistant is pivotal in ensuring a happy customer experience, and encouraging shoppers to use the self service option again on subsequent visits. They also assist customers by verifying restricted items like alcohol or paracetamol.

2. Convenience Format

This option is very practical where less space is available; it provides a smaller number of Self Checkouts (typically two) that are located opposite or near a manned station. A sales assistant monitors the two terminals while also serving customers at their own till, providing a cost efficient solution for this store format. The sales assistant uses a hand held terminal to monitor SCO activity and verify restricted items, thus reducing space required for monitoring station used in larger format stores.



SCO Summary

Supermarket

Convenience

Number of Terminals

4, 6 or 8 in cluster

2 – 4

Staff Requirement

1 dedicated person per terminal cluster

1 person per 2 terminals, while also operating own till

Typical ROI

30 months

30 months

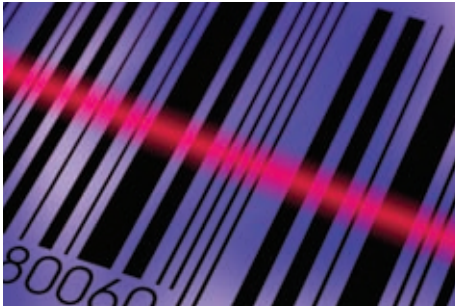
Control Method

From monitoring terminal

By handheld

“CBE has been one of Fujitsu’s most successful global partners in the retail sector over the past fifteen years. We feel that this new offering using Fujitsu’s hardware and CBE’s retail software combines to provide a unique product that will benefit independent retailers in the coming years.” David Allen, Fujitsu European Retail Channel Manager

Innovators in Retail Technology



CBE Self Checkout – key features:

- Easy to use for barcoded and non-barcoded items, for which clear on-screen images are provided (e.g. fruit, vegetables, bakery items)
- Seamless integration with CBE POS technology
- Integrated with weighing scales at terminal
- High level of security to prevent fraud and theft, by ensuring correct product scanning
- Full suite of services available, including e-top up and cash back
- Compatible with loyalty systems
- Suitable for supermarket and convenience store formats
- Clear voice instructions and on-screen graphics
- Complies with legal requirements on restricted products

Joe O'Toole operates one of the largest and most successful SuperValu supermarkets in Ireland and was one of the first independent retailers to trial Self Checkout. The experience in his business continues to be very positive.

"By listening to customers, we realised that a significant number wanted a fast, easy-to-use self-service option. CBE installed Self Checkout and our expectations have been surpassed by the successful experience to date; there was a steady increase in uptake over the initial two month period and 15% of shoppers now choose this as their preferred checkout option."

We have seen first hand that the concept offers many advantages to the shopper, including greater choice, speed and privacy leading to an enhanced shopping experience. It has helped us to provide our many loyal customers with an even better level of service while also attracting new customers and enabling us to build greater customer loyalty over time"

Joe O'Toole, SuperValu, Tuam



We Sell because We Service



CBE SELF CHECKOUT

Benefits of CBE Self Checkout Solution

- Compelling business rationale – the return on investment in itself provides a very strong case for deploying this contemporary retail solution. Based on experience to date, the typical ROI is 2½ years on a seven year investment.
- Enhanced customer shopping experience - research in North America shows that stores successfully deploying self checkout are seeing as much as 30% of sales go through the self-service lanes.
- Better customer service - the addition of Self Checkout means more open lanes, which helps to shorten queues and provides a faster checkout experience for consumers.
- Greater customer privacy – shoppers often choose to use the Self Checkout lanes even when manned lanes are available, because they prefer greater privacy where they can process, bag and pay for their purchases in their own time and space. This is another feature that gives shoppers a reason to return to the store, and helps build customer retention.
- Optimised labour utilization - For each item scanned and transacted through Self Checkout, retailers can save on the labour needed to handle those items. The system ensures that extra customers during peak times can avail of self checkout without engaging additional staff while also enabling faster customer throughput.
- Increased sales and customer loyalty – CBE Self Checkout offers consumers choice, speed and convenience, each of which can impact a consumer's decision about where to shop, thus providing a competitive advantage and building customer loyalty.
- Broad demographic appeal – Retailers have found that shoppers of all ages are using this valuable retail tool, not just those that are more tuned in to technology. Technologies such as the ATM and airport check-in have given people of all ages a greater confidence in using self-service technology.



CBE/MM22 Rev1 09/03/2010

Republic of Ireland:
IDA Business Park, Claremorris, Co. Mayo
094 9373000

Northern Ireland:
Unit 23, Lisburn Enterprise Centre,
29 Ballinderry Rd., Lisburn, Co. Antrim,
BT28 2SA, Northern Ireland
Freephone 0800 7314591

United Kingdom:
CBE Software,
School House Business Centre
London Road, Wilmorton
Derby,
DE24 8UQ

Web:
www.cbsoftware.com



REG 131

We Sell because We Service