

Diebold Nixdorf Realizes Innovative Self-Checkout Concept with Edeka Retailer Paschmann

Focus on excellent service, free choice of checkout and minimum waiting times.

Doubling the number of checkouts, introducing new self-service technology and employing additional staff to help customers with scanning and paying: That is the strategy of Falk Paschmann, who runs midsized retail stores under the Edeka cooperative brand name. And in doing this, he is setting new standards for customer service at the checkout stands. Technology partner Diebold Nixdorf implemented an extraordinary solution concept to make this possible.



In late 2015, Edeka retailer Paschmann received the Goldener Zuckerhut award, (literally "golden sugar loaf" in English) the most important prize for supermarkets in Germany. The Paschmann family runs nine stores in the Ruhr region, with a focus on the cities Mülheim, Düsseldorf and Oberhausen. The company is one of the flagship operations in the Edeka Group, Germany's largest food retail chain.

Paschmann's store on Mannesmann-Allee in Mühlheim, which opened in 2008, serves as a prime example of his service orientation. The approximately 3,700-square meter store with a modern ambiance provides customers the opportunity to choose from among 40,000 articles, supported by some 150 employees who provide extensive support and advice. But at the eight traditional checkout stands with cashiers, customers often had to put up with long waiting times. As of September 2016, that problem was solved when Diebold Nixdorf, drawing on its global expertise in planning precisely tailored checkout solutions, helped the retailer completely redesign the checkout zone.

WAR ON WAITING TIMES

The new design included transforming the eight traditional checkout stands into attended scanning stations for larger purchase volumes. The employees at these stations scan the goods and help customers pack them in bags, but they no longer collect payments. Instead, they ask customers to pay at one of the downstream terminals. Receipts are electronically forwarded to these payment terminals, where other employees are on hand to help customers with the payment process. Payments can be made in cash, with a debit card or with standard credit cards. Mobile payments using a smartphone will also be possible at some point in the future.

The redesign involved installing eight payment stations that is, one for each scan line. In practice, however, it became obvious that an additional terminal would speed up the process considerably. For that reason, more payment terminals were added later, making a total of 12 and thus two for each permanently staffed scan line. By eliminating time-consuming attended payment transactions, processes at the checkout stand are separated and sped up. "We're declaring war on waiting times at the checkout stands," states company head Falk Paschmann before going on to report about thrilled customers who "value the personal assistance provided at the payment stations and realize we're not using self-service technology to save labor costs, but rather to offer an additional service."

IF NEEDED, STORE STAFF ASSISTS

This also applies to the eight newly installed self-service express stations located in the middle of the checkout zone and therefore flanked by four of the eight attended scan lines. At these terminals, customers can handle smaller purchases more quickly by scanning the goods themselves and paying in cash or with a card. That means the number of checkouts has doubled to a total of 16. If needed, store staff will assist customers at the express terminals as well



"We have hired six new employees to support customers at the new checkouts, especially at the start"

— Falk Paschmann, Geschäftsführer Edeka-Center Paschmann

TECHNOLOGY IS WELL ACCEPTED

Diebold Nixdorf installed 12 payment stations from the Pay Tower 150 CINEO series, eight self-service express stations from the POS Tower 150 CINEO series and the related TPiScan software. In addition, the company provided extensive support throughout the project – from planning all the way to go-live and assistance during the start phase. The systems are running smoothly and "thus help make shopping at Paschmann a special experience," says Diebold Nixdorf expert Richard Bonsmann. Paschmann confirms this, too: "Not only have we been able to significantly reduce waiting times; we have also noticed that the technology is wellaccepted by our customers and that we are even attracting new customers."