

Advancing the Self-Service Journey with Customer-Centric Check-Out Technology

A grocer with a lengthy, rich history across Germany, tegut... is known for its natural, regional and organic approach to food. The company has grown to more than 280 stores throughout six regions of the country, with a diverse portfolio of formats that includes large-scale Supermarket locations, Citymarket shops and 24/7 stores that are not staffed and allow customers to enter digitally by using an app. The future-focused supermarket chain is constantly exploring new ways to innovate and serve their customers more quickly and seamlessly, and partnered with Diebold Nixdorf during a recent expansion phase to create a strategic, comprehensive approach to modern checkout.

"These self-service journeys are demanded by both consumers and employees," notes Thomas Staeb, tegut's sales director convenience markets. "The retailer who does not adapt will not succeed. Now, our customers have the ability to choose the checkout that meets their needs."

Overview

tegut...

Fulda, Germany

€1.26 billion in revenue (2020)

More than 280 stores in central and southern Germany

8,000+ Employees



CHALLENGES

- Directing customers to the fastest, most effective checkout option based on basket size
- A need for flexible, convenient self-checkout to complement their self-service BYOD (bring your own device) app
- Outdated hardware required updating to adopt new software

SOLUTIONS

- Diebold Nixdorf Advisory Services analysis of existing infrastructure to determine SCO needs and improvements
- Comprehensive DN AllConnect ServicesSM for Retail implementation for a seamless experience, including: rollout management, staging and installation, and maintenance
- Installation of 1,000 POS systems and 100 DN Series™ EASY eXpress self-service solutions to expand capacity and customer choice

IMPACT

- Consumers can decide how they shop and choose their preferred tegut... experience
- High-performing POS and SCO technology maximizes availability for consumers, reducing queue times
- A faster, hassle-free roll-out was implemented through customer-specific configuration and staging



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- Dr. Alexander Bradel, Chief Information Officer, tegut...

ASSESSING SELF-SERVICE NEEDS TO ACCOMMODATE CHANGING CONSUMER BEHAVIOR

tegut... is focused on sustainability and regional appeal—they work hard to connect with the residents in their communities with differentiated local events (like book swaps) and bike-pump stations outside their stores. Fresh, local products are key, and their customers appreciate amenities including juice and smoothie bars, coffee bars, refill stations for water bottles, charging stations with USB ports, etc.

Likewise, tegut... has always been an early adopter of customer-centric retail formats. That includes accommodating everyone from the consumer who wants to purchase a quick meal, to shoppers that fill their cart with a week's worth of fresh produce and grocery items. As customer needs and desires have evolved, the team at tegut... realized they needed to evolve as well. To meet the emerging needs of their customers, tegut... collaborated with Diebold Nixdorf's Advisory Services experts to explore new approaches to shopping journeys.

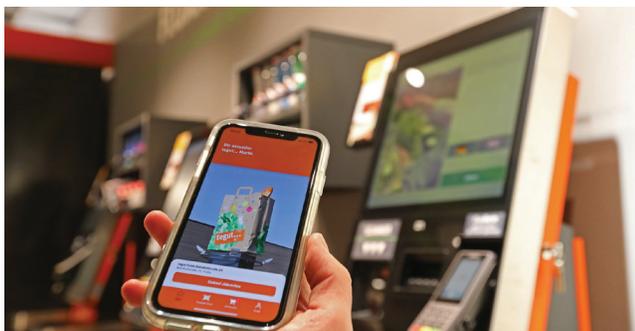
ACCOMPLISHING A SEAMLESS ROLL-OUT

The Advisory Services team began by analyzing tegut's existing hardware and software, and making recommendations based on the company's goals and expected growth. tegut... had to address a few hurdles throughout the process: Internally, store managers tended to be more focused on inventory than customer experience and store innovations, so a mindset shift was necessary to achieve understanding and buy-in.

Internal process managers were concerned that self-service technology might complicate check-out when, in fact, our team was able to identify important advantages:

- Improved efficiency
- Simpler processes with no cash to count at the end of the day
- Reduced complexity with a single hardware and services provider

Ultimately, Diebold Nixdorf combined hardware, scale certifications and other required infrastructure into a single, smooth implementation. tegut... rolled out a promotional team two weeks in advance of the official launch to engage with customers and explain the functionality and use case for SCO. With a successful foundation in place, tegut...



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shoppers now have more choice, and DN's high-performing POS and SCO systems have streamlined the company's back-end operations.

ENHANCING CUSTOMER EXPERIENCE WITH FLEXIBLE CHECKOUT CHOICES

Our Store Implementation Services team managed the rollout of more than 1,000 POS and the installation of 100 SCOs across tegut's network of stores will be finalized by March of 2022. Customers can decide how they want to shop and choose the most convenient format and checkout. The new, high-performing POS and SCO systems maximize availability and deliver on the type of experience today's customers expect. And with advanced self-service technology on hand, tegut... staff can focus on addressing consumers' needs and replenishing stock rather than transactional duties. Looking forward, tegut... is committed to an ongoing self-service evolution including exploring additional DN solutions like facial recognition capabilities for facilitating alcohol sales.

"We trust in Diebold Nixdorf as a proven and reliable hardware partner for our POS fleet," says Dr. Alexander Bradel, Chief Information Officer, tegut... "We just started our self-service journey and are happy to have Diebold Nixdorf on our side with SCO terminals, as well. Moreover, we rely on Diebold Nixdorf for the staging and rollout of our brand-new SCO landscape."