

# Five Retail Case Studies

**INSIDE:** Learn how retailers across Europe (and beyond!) transformed their customers' in-store journeys with the help of Diebold Nixdorf.





# Introduction

Drawing inspiration from the experience of other retailers, learning from their approach and improving on it—these actions can help you refine your own retail organization's best practices to create ideal in-store experiences for your customers. As the retail ecosystem continues to evolve at lightning speed, it's critical that you stay ahead of the trends and position yourself to be flexible and open for whatever the future holds.

In the following pages, we've curated a few of our favorite recent collaborations from around the world. One size certainly doesn't fit all, and your retail transformation won't look like anyone else's, but these case studies offer a view of what's possible. I hope you'll take some inspiration from what they were able to achieve.

Our organization's approach is unique: We partner with retailers comprehensively, from strategy and planning to implementation and ongoing services support. And, most critically, we partner with retailers flexibly, with the ability to scale our support up or down to meet their needs. The Diebold Nixdorf Store Advisory Services team offers a full and complex consultant approach, mixing data analytics with a vast database of information on market trends, consumer trends and retailer trends, paired with independent survey results and extensive best practices related to the deployment, management and optimization of self-service devices in general.

## **SO WHAT ABOUT YOU? ARE YOU DELIVERING THE SHOPPING EXPERIENCE THAT YOUR CONSUMERS ARE LOOKING FOR?**

I invite you to explore the case studies we've shared here, then [schedule a private session](#) with us to learn how we can partner with you to design and implement a long-term strategy for success.

Sincerely,



A stylized, handwritten signature in black ink that reads "Matt Redwood".

Matt Redwood,  
Director of Retail | Advanced Self-Service Solutions  
Diebold Nixdorf



## Iper La grande i

**Business** Food, No Food, QSR  
**Headquarters** Milano, Italy  
**Employees** ~7,200  
**Stores** 22 Hypermarkets

- Customers can shop the way they want: quickly or leisurely, assisted or solo
- Cashiers and sales assistants work more efficiently and can help consumers where needed
- Secure, highly optimized cash management
- Customers spend more time shopping and less at checkout, resulting in an increase in throughput and sales



More Modular



More Available



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**Business** Food  
**Headquarters** Fulda, Germany  
**Employees** 8,000+  
**Stores** 280 stores across Central and Southern Germany

- Customers have the freedom to choose how they shop
- Their time standing in queues has been reduced, while the customer experience has been improved
- New checkout options offer a wide range of modern shopping journeys



More Modular

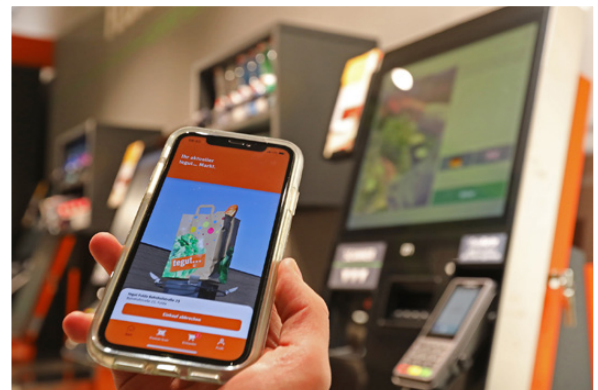


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Co-op

<b>Business</b>	<b>Food</b>
<b>Headquarters</b>	<b>Lichfield, United Kingdom</b>
<b>Employees</b>	<b>60,000</b>
<b>Members</b>	<b>4.6 million active</b>
<b>Stores</b>	<b>Over 2,600 local, convenience and medium-size stores</b>

- Optimized use of employees in the store to ensure a consistent, excellent shopping experience
- Customers enjoy shorter lanes at checkout, giving them more time to enjoy shopping
- Simplified cash handling has reduced the burden on employees



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## Edeka WEZ

**Business** Food  
**Headquarters** Hamburg, Germany  
**Employees** 1,500  
**Stores** 22 stores

- New in-store shopping journeys offer customers the freedom to choose how they want to shop
- Customers quickly accepted the new technology introduced
- They're enjoying shorter checkout lines, giving them more time to enjoy shopping



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## Dave & Buster's

**Business** QSR & Entertainment  
**Headquarter** Dallas, Texas USA  
**Employees** 9,000+  
**Stores** 144 locations in 40 states

- Wait time reduced and the simplified transactions encourage more time enjoying the Dave & Buster's experience, more time to play, recharge their Power Cards and redeem their tickets for prizes.
- Staff can focus more on customer service with an upgraded system that has improved efficiency and throughput.
- Future-proofed self-service technology is modular, easily upgradable and managed by a single source.



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