

Self-Checkout Solutions Offer Huge Benefit to Eataly Customers Thanks to Faster and More Flexible Checkout

For Eataly, one of the world's largest distributors of premium Italian food, Diebold Nixdorf delivers its open and modular DN Series™ EASY eXpress self-checkout hardware, allowing for a quick, secure and convenient checkout and boosting store efficiency.

Overview

Eataly

- Global premium chain of Italian marketplaces comprising of various restaurants and offering high-quality food and beverage
- Headquartered in Monticello d'Alba (CN), Italy and located in many iconic places and city centers around the world (New York City, Los Angeles, Chicago, Toronto, São Paulo, Milano, Rome, Turin, London, Seoul, Tokyo...)
- The idea behind Eataly is to gather under one roof high-quality products at sustainable and reasonable prices for everyone, celebrate Italian biodiversity, and create an informal, natural, and simple place to eat, shop, and learn



46 stores in 15 countries

CHALLENGE:

- Offer a better experience to their customer, decreasing time spent at checkout by customers
- Offer better services and experience while in store
- Strengthening relationships with customers
- Improving store efficiency
- Use the Eataly proprietary software with self-checkout solutions

SOLUTION:

- Offer self-service option by installing Diebold Nixdorf's open and modular DN Series™ EASY eXpress self-checkout hardware. First store to use the solution was the newly opened store in Verona, Italy
- Modern design of the DN Series EASY eXpress was easy to integrate into the store design, increasing the modern, fashionable look & feel in the store
- Integration of Eataly's proprietary software; possible due to the openness of the EASY eXpress platform that allows an easy use and integration into existing solutions

- Two checkout options: in addition to self-service, consumers can benefit of assisted checkout lanes and various POS in the store departments (specialty counters, bar, restaurant)

IMPACT:

- Easy and fast to integrate with the existing technical architecture, DN Series EASY eXpress made immediately available the self-service functionalities in the store.
- Improved customers experience: in peak hours the queue lines are dramatically reduced, giving more time to customers to spend in the store.
- Improved the checkout throughput rate and in-store efficiency by faster and more secure checkout solutions (less queues, less baskets abandoned and more sale)
- Enhanced customer service by providing more service through various checkout options
- Free up staff for more service and different tasks in-store like stocking the shelves

Italian food and the art of cooking: both standing for pleasure, joy of life and slowing down. While, according to Eataly's philosophy, for example the selection and preparation of a meal can gladly take some time, other processes like the checkout in the stores should be as fast and efficient as possible.

This principle should also be reflected in the individual procedures of Eataly's day-to-day business in the stores. However, the company was faced with a number of challenges when implementing this philosophy. Long waiting times and queues at the checkout proved to be a problem, which on the one hand had to be solved for the benefit of the customers. On the other hand, it was also an important concern for Eataly itself to reduce for example the shopping cart abandonment rate. Consequently, it was necessary for the company to increase store efficiency, speed up processes – especially the payment – and improve the customer experience.

To address its problems at best, Eataly has decided, with the consultancy of Retex S.p.A., partner of Diebold Nixdorf, to set on innovative, open self-checkout solutions from Diebold Nixdorf. They have already been working together successfully on manned checkouts, which Diebold Nixdorf had delivered for Eataly's stores. For its branch in Verona (Italy), which celebrated its opening in fall of 2022, Eataly is relying for the first time on Diebold Nixdorf's proven EASY eXpress self-checkout hardware. This solution allows an easy and secure handling, an uncomplicated integration of proprietary software and offers highest availability rates. Besides the self-checkout technology, the store in Verona is also equipped with five assisted tills and various points of sale in the store departments, for instance in the bar and restaurant.

THE SOLUTION: OPEN AND MODULAR EASY EXPRESS HARDWARE

For the five self-checkout units, Eataly can use its proprietary software – thanks to the openness and modularity of the EASY eXpress hardware. "Integrating these self-checkout solutions into our architecture was very easy. They were immediately appreciated by our design and architecture team," said Rocco Spano, CIO at Eataly. "We have introduced a further level of customization requested by our design team and also our cashier software. It works very well



on these devices; they are very stable and very fast. And with their compact and clean layout, they perfectly support our philosophy." While Diebold Nixdorf delivered the hardware and Eataly uses its proprietary software, the installation and maintenance of the devices is carried out by their common service partner Retex.

A SIMPLE EQUATION: LESS QUEUES, MORE SALES

When Eataly opened the new store in Verona, it was a clearly defined goal to keep checkout queues as short as possible. "This has been a problem we've had since the dawn of time, and we've never basically been able to fix it. Thanks to the introduction of this new technology, we have finally achieved this goal," said Rocco Spano. With the significantly enhanced in-store efficiency, even peak times at the weekend can now better be managed. The further results of the introduction of the self-checkout solution are also impressive: While less baskets are left abandoned sales numbers could be increased.

Another benefit is the improvement of customer service by providing various checkout options. People can choose whether to wait in line at a traditional till or pay more quickly at a self-checkout. And as customers can not only decide about their preferred option but are also able to act independently and on their own, the easy-to-use self-service solution offers a further advantage. Also, the cashiers benefit from the new technology: They can dedicate more time to service and the support of customers or stocking the shelves instead of spending most of the hours behind a cash desk.

With the introduction of the state-of-the-art self-checkout solution, Eataly was able to solve some of its major challenges, ultimately leaving more time for the many pleasant things the company stands for: joy around a dinner table, learning about good food or offering the best environment for expanding their customer's tastes.



"We introduced Self-Checkout technology because we had a goal which was precisely to reduce queues at the checkout. This has been a problem we've had since the dawn of time, and we've never basically been able to fix it. Thanks to the introduction of this new technology, we have finally achieved this goal. Integrating self-checkouts into our architecture was very easy."

—Rocco Spano, CIO Eataly