

Mobile Self-Scanning Drives an Enhanced Consumer Experience at Germany's Largest Supermarket Corporation.

Self-scanning is starting to gain ground rapidly in Germany, with the number of supermarkets introducing self-scanning solutions growing at a rate of more than 50% since 2015. Edeka WEZ, part of the Edeka group, has long been an early adopter of supermarket innovation in the quest to offer its customers more convenience, shorter checkout lines and improved service. In a new collaboration with Diebold Nixdorf, Edeka WEZ is rolling out mobile self-scanning—and watching the benefits quickly add up.

Store Overview

Edeka WEZ

22 supermarkets in the Minden-Hannover region of Germany

Founded by Karl Preuss in 1900

1,500 employees

42,000 square meters of retail sales space

Annual revenue of **€250** million



CHALLENGES



Offer customers more flexibility in how they check out



Reduce lines at checkout



Address the wide variety of shopper journeys and customer needs

SOLUTIONS



A personal self-scanning solution



Vynamic™ Personal Shopper software



Managed Mobility Services support to manage the hand-scanning technology lifecycle

IMPACT



Best Modularity:

Easy-to-connect to the existing retailer POS software platform



Best Customer Experience:

20% Self-scanning acceptance immediately after implementation



Best TCO:

Managed Mobility Services improve operational costs

MEETING SHOPPERS' EVOLVING BEHAVIORS

Today's grocery shoppers typically want to be in control of their shopping trip, while spending less time on "tedious" tasks like checkout and payment. This does not mean that all customers have the same needs, though. "Convenience" customers want to enter a supermarket just to get a lunch snack or a handful of items on the way home, and leave quickly. Other customers will take more time — e.g. for their weekly shopping trip — but they still don't want to queue in long lines or move all their items onto the belt and then bag them and put them back into a cart.

Edeka WEZ is an innovator in the grocery space. The brand is constantly looking for ways to increase its service levels, and has long recognized the benefits of offering self-service solutions. But as customers' needs continued to evolve, WEZ realized they needed to offer even more checkout options, and Diebold Nixdorf was a natural fit. The long-term relationship already includes hardware and services support, and as a true end-to-end partner, DN was able to offer WEZ a flexible, integrated software solution to enable mobile self-scanning: Vynamic™ Personal Shopper.

IMPLEMENTING SELF-SCANNING WITH MINIMAL DISRUPTION — AND MAXIMUM ROI

One of WEZ's prerequisites was that they wanted to continue to use their current POS system, which is provided by a 3rd party. This meant the Diebold Nixdorf team had to integrate the Vynamic Personal Shopper software into the existing interface of the 3rd party system, leaving the existing POS system untouched.

Edeka WEZ also wanted to enable anonymous shopping. In order to grow the adoption rate of mobile self-scanning quickly, the retailer decided not to limit the technology just to its registered loyalty customers. With Vynamic Personal Shopper, any customer can use a hand-scanner right off the rack simply by pushing a "release" button at the entrance unit. This functionality particularly benefits a key segment of WEZ's customer base, so-called "Tempo" customers who want to get in and out of the store very quickly, and are just grabbing a couple of items. The self-scanners offer a "promotion of the week" that is only available to Tempo customers using self-scanning.

In addition, new self-scanning hardware had to be installed, including cradles, racks and 120 handheld self-scanners. To ensure the optimal ROI on the devices and free staff from the challenge of maintaining the system, WEZ tapped DN's Managed Mobility Services (MMS). This service supports WEZ by centrally managing and maintaining the stores' mobile devices to ensure flawless execution, and also provides monitoring and analytics data on device usage, battery life and more.

"Vynamic Personal Shopper proved to be a stable and easy-to-implement solution," says Torsten Schweigler, Head of IT Infrastructure at WEZ. "Without changing a single line of code in our existing POS system, Diebold Nixdorf was able to implement this new self-scanning technology into our current retail IT infrastructure!"

ACHIEVING ENHANCED CUSTOMER SATISFACTION

Already in the first week after Vynamic Personal Shopper was introduced, WEZ noted a high acceptance of the self-scanning technology. Across the three stores where the initial rollout occurred, the retailer's calculations have found that approximately 10% of the store revenue is derived from self-scanning. Especially customers with large baskets — including shoppers making a weekly grocery shopping trip — are using the self-scanning devices.

WEZ customers value the easy-to-use interface on the self-scanning devices, and the ability to take a self-scanning device with only the push of a button. "I can finish my shopping much faster and especially my kids love using the mobile devices so we have a hassle-free shopping experience and always full control over my basket," summarized a customer.

Karl-Stefan Preuss, Managing Director at Edeka WEZ Minden, confirms the new self-scanning solution has been very successful thus far. "We hear from our customers that they really appreciate the ease-of-use of our new self-scanning solution," he says. "This is also reflected quick adoption of the new handheld scanning systems."

Edeka WEZ plans to build on the success of Vynamic Personal Shopper and MMS, using the learnings from the initial rollout at the three test stores to subsequently implement the solution across their store network.

