



## NCR Gives Shoppers More Choices in Self-Checkout

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### NCR launches new options in self-checkout to drive flexibility and convenience for shoppers and retailers alike

DULUTH, Ga.--(BUSINESS WIRE)--Jan. 16, 2012-- [NCR Corporation](#) (NYSE: NCR) today launched innovative self-checkout options at the National Retail Federation [BIG Show](#) in New York City. On display in booth #415, these solutions enable retailers to increase staff productivity, improve customer service and give consumers more choices at the checkout.

The new NCR SelfServ™ Checkout Convertible easily switches between self- or assisted-service checkout modes, based on a retailer's operating model and customer traffic. This switch is accomplished through a swivel mount design and a secondary display and pinpad for associates. For retailers, this quick conversion of a lane from self-checkout to assisted point-of-sale enables enhanced customer service according to lane usage patterns, while driving increases in operational efficiency and staff productivity.

Currently, cashiers in assisted checkout lines either sit idle during non-peak times or they close their lane and move temporarily to other duties in the store; consequently, customers can be frustrated as the retailer scrambles to re-open lanes in response to spikes in traffic. Now, retailers can optimize their checkout capacity and store floor productivity during both peak and non-peak times, with a quick and efficient change between self-service and assisted-service checkout modes.

NCR will also highlight software enhancements at the show that can deliver greater personalization and richer, more dynamic content on the self-checkout consumer display screens. This content, specifically tailored to a shopper's channel preferences, can be used across online, kiosk and self-checkout screens to enhance the effectiveness of store promotions, or cross-selling/up-selling at checkout.

NCR is also introducing new software that enables consumers to pre-pay for gas at a self-checkout. Top-up shopping has become a way of life for time-starved consumers today and major fuel retailers are investing significantly in their own grocery brands and partnering with supermarket retailers. The addition of the fuel pre-payment option at self-checkout makes it more convenient for the consumer to get in and out of the forecourt without having to wait in line for the cashier.

"Retailers today place a premium on offering consumers a superior shopping experience in their stores, and wait time in lines is a leading source of consumer frustration," said Dusty Lutz, general manager, NCR self-service solutions. "By offering consumers more options when they check out, retailers can elevate in-store customer service, increase staff productivity and reduce wait time for customers."

### About NCR Corporation

NCR Corporation (NYSE: NCR) is a global technology company leading how the world connects, interacts and transacts with business. NCR's assisted- and self-service solutions and comprehensive support services address the needs of retail, financial, travel, hospitality, entertainment, gaming, public sector, telecom carrier and equipment organizations in more than 100 countries. NCR ([www.ncr.com](http://www.ncr.com)) is headquartered in Duluth, Georgia.

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Source: NCR Corporation

NCR Corporation  
Mark Scott, 678-808-7721  
[mark.scott@ncr.com](mailto:mark.scott@ncr.com)