

NCR VOYIX

Scotmid Evolves Customer and Brand Experience; Enables Growth with NCR Retail Solutions

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Heart-of-the-community convenience store retailer seeks to increase availability of products and move staff onto shop floor using NCR self-checkout solutions

LONDON--(BUSINESS WIRE)--Oct. 22, 2013-- [NCR Corporation](#) (NYSE: NCR), the global leader in consumer transaction technologies, announced today that [Scotmid](#) is deploying NCR SelfServ™ Checkout solutions to improve customer service and the overall brand experience at its convenience stores. The deployment seeks to increase the in-store availability of products and improve customer service by moving Scotmid staff from behind the checkout and into the aisles to replenish stock quickly and help customers. Scotmid expects this strategy will have a positive impact on profits, as well as improving customer satisfaction.

[Scotmid](#), a convenience store chain with 200 branches, also expects the deployment of NCR SelfServ Checkout to have a positive impact on its new brand experience. In particular, this positive impact is expected inside the retailer's new premium brand stores where customers are likely to be early adopters of technology and should embrace the self-checkout concept more readily. Scotmid is part of the Scotmid Co-operative Society, a retail organisation with outlets across Scotland, Northern Ireland and the North of England with annual revenues of £423 million.

"As we seek to evolve the Scotmid brand experience for our tech-savvy customers and staff, in-store technology leadership is a key differentiator," said Stewart Ross, IT Projects Manager at Scotmid. "We believe that technology, such as NCR SelfServ Checkout, improves the effectiveness and profitability of our business as we seek to grow into new markets, such as premium convenience stores. We chose to work with NCR as it has both the long-term retail market experience and innovation in self-checkout technology required to help us achieve our goals."

People use self-checkout technology for speed and greater control when they shop. Independent studies show consumers are [more likely to do repeat business with a retailer that provides self-checkout technology](#). [NCR SelfServ Checkout](#) reduces queue waiting times by up to 40 per cent, greatly enhancing the shopping experience. It also allows retail employees to be redeployed from front-end checkout duties to valuable in-aisle functions that ultimately increase retailers' overall revenue.

"Retail brand experience is increasingly a point of differentiation as people choose where to shop," said Helen Wilde, retail business director at NCR U.K. "In particular, today's tech-savvy shoppers are looking for ways that retailers and the technology they deploy can make their lives easier, as time and good service becomes more valuable. NCR is working with customers like Scotmid to evolve their in-store brand experience using the latest innovation in self-checkout technology."

About NCR Corporation

NCR Corporation (NYSE: NCR) is the global leader in consumer transaction technologies, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables more than 450 million transactions daily across the retail, financial, travel, hospitality, telecom and technology industries. NCR solutions run the everyday transactions that make your life easier.

NCR is headquartered in Duluth, Georgia with over 26,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries.

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