



U.S. Shoppers Value the Choice of Self-Service When Shopping

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New survey finds that consumers believe self-service options are important to create a positive shopping experience

DULUTH, Ga., Oct 05, 2011 (BUSINESS WIRE) --

A recent consumer survey conducted by [The NPD Group](#) for [NCR Corporation](#) (NYSE: NCR) finds that a majority of U.S. consumers surveyed believe that self-service technologies such as self-checkout and kiosks improve the store experience, with almost half of younger shoppers preferring to use self-checkout in stores.

"Survey results highlight how consumers are embracing self-service and their growing preference for self-service options when shopping," said Scott Kingsfield, senior vice president and general manager of NCR's retail line of business. "By offering consumers the choice of self-checkout as part of their full-service portfolio, retailers can offer consumers a convenient and enhanced shopping experience."

Survey highlights include:

- Two out of three U.S. consumers surveyed want self-service options when shopping.
- Nearly half of U.S. shoppers surveyed under 45 want stores to offer self-checkout.
- Almost 46 percent of U.S. consumers surveyed want stores to offer more self-service options, like self-checkout or kiosks, to improve their shopping experience.

Additional NCR research data shows that U.S. grocers who implement self-checkout see self-service usage rates of approximately 35 percent of all transactions.

"The option of self-service, when delivered as part of a strategic customer engagement program, can help many retailers cater to today's time-starved and on-the-go consumers," said Marshal Cohen, chief industry analyst for The NPD Group. "This survey demonstrates that self-checkout is a popular choice for these shoppers, who appreciate the speed and convenience of self-service."

About the research:

NCR Corporation commissioned The NPD Group to conduct a survey in 2011 among 1,104 respondents in the United States and 1,600 respondents in France, Germany, Italy and the U.K. The NPD Group is a leading international market research firm in Port Washington, NY.

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, healthcare, hospitality, entertainment, gaming, public sector, telecom carrier and equipment organizations in more than 100 countries. NCR (www.ncr.com) is headquartered in Duluth, Georgia.

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