



Woodman's Markets Shoppers Get Fast, Easy Mobile Shopping with NCR Mobile Shopper

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Mobile Shopper launch at Madison, WI, store continues Woodman's century-long history of innovative customer service

MADISON, Wis.--(BUSINESS WIRE)--Jan. 11, 2013-- Woodman's Food Markets continues its century-long tradition of exceptional customer service and shopping innovation with the launch of Mobile Shopper powered by [NCR Corporation](#) (NYSE:NCR) at Woodman's Gammon Road location in Madison, WI.

With Mobile Shopper, Woodman's shoppers can save time and make shopping easier by using their own iPhones to scan items in the aisles as they shop. Shoppers can use the app to create virtual shopping lists before going to the store, further increasing the speed, efficiency and ease of their shopping trips. NCR designs and implements the technology to reflect the brand of the store using it.

To checkout, shoppers go to the Woodman's self-checkout (SCO) stations and scan a QR code on their phones to transfer their mobile shopping information to the SCO. The SCO station confirms the weight of the items scanned with the phone against the items being bagged at the SCO station. Attendants can help customers reconcile any discrepancies the system identifies and answer any other questions they may have. Produce, other non-barcoded items and impulse items can also be added at the self checkout

Shoppers then pay with their preferred method of payment and can quickly be on their way. The store features free WIFI throughout so shoppers do not have to use their own data plan while using the Mobile Shopper app.

NCR's Mobile Shopper solution went live in Woodman's Gammon Road location, on January 7th. The store began publicizing the new shopping feature to store shoppers with in-store signage in early December. The signs explain how mobile scanning works and provide shoppers a QR code to direct them to Apple's App Store to download the free Woodman's-branded app.

"NCR brings unique and powerful technology that helps Woodman's achieve our goals of customer service and convenience," said Chad Greenwald at Woodman's. "We're excited about launching this Mobile Shopper solution with NCR and look forward to delighting our customers with this new, high-tech shopping and check-out option."

"With this launch, Woodman's is moving toward making the shopping experience faster and more convenient for their shoppers," said Chris Lybeer, vice president and general manager of retail marketing and mobile solutions at NCR. "Launching mobile checkout takes Woodman's to the forefront of the 21st Century and creates additional opportunities in the future for Woodman's to interact with their customers in real time during the shopping experience."

Following deployment at the Madison location, Woodman's will explore deploying Mobile Shopper at its other 13 stores in Wisconsin and Illinois.

NCR will be offering demonstrations of the NCR Mobile Shopper technology at the National Retail Federation Big Show January 14 and 15 at the Jacob K. Javits Convention Center in New York. Please visit the NCR booth, # 2007, during the show for more information and a demonstration.

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, gaming, public sector, telecom carrier and equipment organizations in more than 100 countries. NCR (www.ncr.com) is headquartered in Duluth, Georgia. NCR is a trademark of NCR Corporation in the United States and other countries.

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About Woodman's Food Markets

An employee owned corporation, Woodman's Markets are a fresh change from the super box multi-product stores. Currently, shoppers access Woodman's stores all the way from Green Bay, WI to the Chicagoland suburbs of Illinois. Woodman's offers huge variety and much lower prices than these other grocery stores and super box operators. In addition to grocery items, Woodman's stores also feature huge, extremely well-stocked liquor stores, discount gas stations, oil change centers and car washes. This makes Woodman's a convenient one-stop, grocery-shopping destination. Established in 1919, Woodman's has grown steadily over the years through word of mouth, exceptional customer service, huge varieties of products, and extremely competitive pricing. You can fill a shopping cart with more at Woodman's and spend much less than you will at any other grocery store or super box store.

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Source: NCR Corporation

NCR Corporation
Mark Scott, 678-808-7721
Cell: 404-431-8733
Mark.Scott@ncr.com