



Tesco Collaborates with NCR to Redefine the Customer Experience

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Intuitive, next-generation retail checkout solution reduces queue times, improving customer experience

LONDON--(BUSINESS WIRE)--May 15, 2014-- [NCR Corporation](#) (NYSE: NCR), the global leader in consumer transaction technologies, announced today that Tesco is improving the customer checkout experience by piloting a new, high-speed retail checkout solution from NCR. Each unit allows three shoppers to pack and pay at the same time, using innovative imaging technology to automatically scan products placed on a conveyor belt. The four units at the new Tesco Extra 24-hour store in Lincoln, U.K. are the first public Tesco pilot of the solution.

This innovative checkout experience reduces queuing, allowing customers to get out of the store more quickly, by increasing the rate at which items are scanned, packed and paid. The flexibility of the NCR retail checkout solution also allows customers to decide how they wish to use it and proceed at their own pace without the pressure of another customer waiting to check out. Each unit is staffed by up to three Tesco employees.

NCR collaborated with Tesco to empower Tesco's associates to spend more time engaging with shoppers and delivering great customer service at the checkout, driving up satisfaction and loyalty. Instead of having to scan each item, Tesco associates are freed up to help customers unload their trolley onto the conveyor that scans items automatically and then directs each basket to separate stations, allowing up to three customers to pack and pay for their shopping simultaneously. Customers can complete their shopping transaction using cash or payment cards, as well as scan their Tesco Clubcard or utilize coupons.

Nigel Fletcher, director, Tesco U.K. said, "We are always looking for innovative ways to support our colleagues to give great service and to improve the shopping experience for our customers. We're looking forward to seeing what our customers in Lincoln think of the new checkouts over the coming weeks and months."

A number of factors significantly increase the speed at which shoppers can check out. This includes the ability to process up to three customers in parallel using an innovative new rotating turntable and re-designed collection area for scanned items. The design allows the shopping to be distributed more evenly within the packing area, allowing for a greater number of items to be processed and collected for packing.

The new retail checkout solution uses innovative imaging technology from Datalogic that automatically finds the barcode on any side of the product without the need to orient the item on the conveyor belt. It is capable of scanning up to 60 items per minute, greatly speeding the transaction.

"Great customer service is one of the cornerstones of today's highly competitive U.K. retail industry and supermarkets, such as Tesco, must differentiate themselves to attract and retain shoppers," said Ronen Levkovich, EMEA vice president, NCR Retail. "As consumers increasingly expect a better experience, incorporating innovative software and hardware becomes increasingly important. The development of this exciting new technology alongside Tesco is a great example of how we are working with customers to help them differentiate the experience and make every day easier for shoppers."

Today, NCR handles more than 125,000 consumer transactions around the world every minute.

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 485 million transactions daily across retail, financial, travel, hospitality, telecom and technology, and small business. NCR solutions run the everyday transactions that make your life easier.

NCR is headquartered in Duluth, Georgia with approximately 29,000 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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