



EUROSPAR Supermarkets choose NCR to provide self-checkout experience

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NCR SelfServ™ Checkout solution improves customer experience and reduces queuing to drive operational efficiency and competitive differentiation

DUBLIN, Jun 30, 2014 (BUSINESS WIRE) --[NCR Corporation](#) (NYSE: NCR), the global leader in consumer transaction technologies, announced today that EUROSPAR supermarkets has chosen NCR and channel partner Leaders Enterprises Ltd., to provide an innovative self-checkout (SCO) customer experience. EUROSPAR expects that over time nearly a third of transactions will be completed using SCO. The installation demonstrates the operational efficiency and competitive differentiation that SCO solutions can provide for thousands of other local community supermarkets in the Irish market.

"While we were clear of the experiential and business benefits of deploying self-checkout solutions, we have also been driven by active requests from our consumers," said Declan Ralph, Retail Development Director at BWG Foods (owners and operators of the EUROSPAR brand in Ireland). "The installation in EUROSPAR Kilkenny is an opportunity for us to better understand the impact of SCO on our operations, providing more options for our shoppers locally. The initial results have been very positive."

NCR has also provided the consulting, training and services to help EUROSPAR to develop and maintain the SCO solution deployed. This solution includes NCR bank note recycling functionality that reduces costs by decreasing the number of cash deliveries required. The SCO solution is also fully integrated with Leaders Enterprises' front-end software platform, offering a seamless journey to the shopper, whether they are checking out at the traditional point-of-sale (POS) or self-checkout.

"Like my customers, I am keen to embrace new technology. It helps me run my business more effectively and makes my customers' lives easier," said John McCarthy, owner of EUROSPAR Kilkenny, "Providing a better service to my customers is directly connected to how I run my business. The easier it is for my team to run the shop, the more we can be out there helping people from our local community when they visit us. Efficient front of store and back office systems can save time and improve my bottom line."

People around the world use self-checkout technology for speed and greater control when they shop. Indeed, research, based on our extensive industry experience, illustrates that customers 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 percent, 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 through better customer service.

"Technology leadership is important to retailers and store owners, such as EUROSPAR and John, as they seek to drive a more engaging experience for consumers," said Helen Wilde, retail business director at NCR U.K. "NCR is working with customers to differentiate their in-store experience by deploying innovative self-checkout technology. In this instance, this is driven by the consumer, the store owner and EUROSPAR, a particularly progressive retail organization."

Leaders Enterprises' [SAMforWin](#)™ POS is a feature-rich software solution that is integrated into the NCR SelfServ Checkout. The solution aims to make retailers more effective and profitable.

"Consumers are driving the retail experience as they increasingly shop using technology to make their lives simpler," said Adrian Devine, managing director at Leaders in Enterprise Ltd. "Working closely with NCR, we were able to respond to consumer demands by providing a fully integrated self-checkout and POS solution. This fulfils the needs of EUROSPAR and demonstrates the benefits of self-checkout in a supermarket and convenience environment to other independent retailers throughout Ireland."

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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